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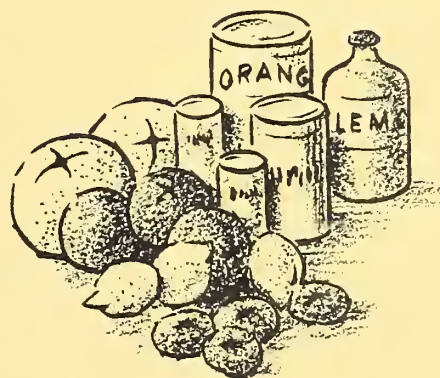
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CONSUMER PURCHASES OF FRUITS AND JUICES

Family Characteristics

Apr. - Sept. 1953



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

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PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices, and dried fruits during the 6-month period, April-September 1953. This is the fourth in a series of such reports, the three preceding reports having covered the periods of October 1949-March 1950, April-September 1950, and October 1951-March 1952. Data for the April-September 1950 period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled, "Consumer Purchases of Fruits and Juices," and a series of quarterly reports entitled, "Consumer Purchases of Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the regions were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 capita" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

The States included in each of the geographic regions for which data are presented and the distribution of population among these regions are shown in figure 1.

All data are collected from a representative national sample of household consumers. This publication, like the monthly and quarterly reports, is issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

The report is based on data collected by the market Research Corporation of America under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF FRUITS AND JUICES
BY FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1953

SUMMARY

U. S. household consumers bought almost twice as many oranges per person in April-September 1953 as in the same period of 1950 in the form of fresh oranges, frozen concentrated orange juice, and canned single-strength orange juice. Purchases were equivalent to about 33 oranges per capita compared with 17 per capita in April-September 1950.

Increased purchases of fresh oranges and frozen concentrated orange juice were in part the result of lower prices for these two products. Consumers paid an average of 8 cents per dozen less for fresh oranges. Prices paid for frozen concentrated orange juice averaged about 17 cents per 6-ounce can--9 cents less than in April-September 3 years earlier. Total purchases of canned single-strength orange juice were down slightly; prices paid averaged 31 cents per 46-ounce can--down 7 cents.

The lower prices for fresh oranges, canned orange juice, and frozen orange juice resulted in substantial increases in purchases by the lower income families. Their combined purchases of these products, on a fresh equivalent basis, were $\frac{2}{3}$ larger than in April-September 1950. The substantial increase in purchases of frozen concentrated orange juice was also partly the result of increased availability of this product in the Nation's retail food stores. Fifty-six percent of the stores handled frozen orange juice in August 1953 which was half again as many compared with that month of 1950.

About the same quantity of fresh lemons per person was bought by householders in April-September 1953 and the same period in 1950. Although data concerning purchases of frozen concentrate for lemonade are not available for the 1950 period, purchases in April-September 1953 had risen to a volume one-fifth as large as those of frozen orange juice. Prices paid for frozen lemonade averaged about 17 cents per 6-ounce can, almost unchanged from the level of the past 2 years. Increased purchases of frozen concentrate for lemonade resulted in part from greater availability in food stores. About 50 percent or $2\frac{1}{2}$ times as many stores handled frozen lemonade in August 1953 as in August 1950.

Purchases of fresh grapefruit and canned single-strength grapefruit juice in April-September 1953 were equivalent to about one-half a grapefruit per person, up slightly from the 1950 period. Prices paid by householders for grapefruit averaged 96 cents per dozen, about 15 cents less than in April-September 3 years ago. These lower prices plus a later marketing season in 1953 resulted in increased purchases of fresh grapefruit. About the same quantity of canned grapefruit juice was bought by household consumers in April-September of both 1953 and 1950, although the average price of 27 cents per 46-ounce can in this period of 1953 represented a decline of 10 cents in the average price paid for this juice.

On the average, total per capita purchases of fresh citrus fruits were about 10 percent larger in April-September 1953 than in that period of 1950. About 3 times as much frozen concentrated fruit juice was purchased. The gain was almost entirely because of larger purchases of frozen orange juice. Total per capita purchases of canned single-strength juices were practically unchanged, but a larger part of the total was non-citrus juices, particularly pineapple and tomato juices. The decline among the canned citrus juices was mainly in orange-grapefruit blended and tangerine juices.

Although prices consumers paid for dried prunes averaged 27 cents per pound--up 4 cents from April-September 1950, purchases were almost unchanged. Substantially increased prices of dried apricots and dried peaches were a factor in reducing consumer purchases of these fruits during April-September by approximately two-fifths and one-third, respectively, below the 1950 levels. Their rates of purchases per 1,000 persons in April-September 1953 were: dried prunes, 379 pounds; dried apricots, 25 pounds; and dried peaches, 20 pounds.

FROZEN JUICES AND ADES

Slightly more than half of the Nation's families bought some kind of frozen concentrated fruit juice during the 6-month period April-September 1953. This was a substantial increase over the one-third that made purchases in the corresponding period of 1950. This gain was primarily the result of more families buying frozen concentrated orange juice, although the proportion of families that bought frozen concentrated grape juice more than doubled.

About 30 percent of all families bought frozen concentrate for lemonade during April-September 1953; data for this product are not available for these months of 1950. A much smaller proportion--only about 7 percent of the families--bought shelf-pack (non-frozen) concentrate for lemonade.

Increased purchases of frozen orange juice, frozen grape juice, and frozen lemonade were in part the result of their greater availability in the Nation's retail food stores. For example, 56 percent of the Nation's retail food stores handled frozen concentrated orange juice in August 1953, about half again as many as in the same month of 1950. ^{1/}

Canned single-strength orangeade was purchased by about 1 family in 10 during April-September 1953, as was shelf-pack (non-frozen) concentrate for orangeade. Very few of the families, only 3 percent of the total, bought frozen concentrate for orangeade.

^{1/} "Fruits and Juices Availability in Retail Food Stores, August 1953," United States Department of Agriculture.

The sharp increase in household consumers' purchases of frozen concentrated orange juice, about 28,000,000 gallons in April-September 1953 compared with 8,000,000 gallons 3 years earlier, was the result both of a substantial increase in the percentage of families buying, and in the average volume of purchases per buying family. 2/ During the 6-month period of 1953, families that purchased frozen orange juice averaged buying 26 of the 6-ounce cans each--double the volume bought in the corresponding period of 1950. As a result of these increases, total household purchases of frozen orange juice averaged approximately 3-2/3 of the 6-ounce cans per capita in the 6-month period.

Although household consumers' purchases of frozen orange juice continued to be largest among the upper income families, the largest percentage increase in purchases occurred among middle and low income families, particularly those in the service, craftsman, and laborer occupations. Almost half of the families in these occupations bought frozen orange juice in April-September 1953 compared with less than a third in the corresponding period of 1950. The substantial increase in purchases among the lower income families was partly the result of lower prices for frozen orange juice. Consumers paid an average of about 17 cents per 6-ounce can during April-September 1953 compared with 26 cents in the earlier period.

There was a marked increase in purchases of frozen orange juice by the larger size families--those with either 4 to 5 members or with 6 persons or more. However, the per capita rate of purchases by families with only 1 or 2 members continued to be greater than in the larger families where children were present. Families with teen-age children, in particular, apparently are not using as much frozen orange juice as are others.

Household consumers' purchases of frozen concentrated grape juice increased in April-September 1953 compared with 1950 almost entirely as a result of more families buying this product. Purchases per buying family increased by only one-fourth compared to a doubling in the volume of purchases of frozen orange juice by buying families. However, there was also a smaller decline in prices paid for frozen grape juice; they averaged 22 cents per 6-ounce can compared with 26 cents in April-September 1950.

Data for frozen concentrate for lemonade are not available for 1950. Therefore, no comparisons can be made of household consumers' purchases. In April-September 1953, purchases by families in the upper income group--averaging about 1 of the 6-ounce cans per person--were about double those in the low income families. This was about the same relationship found for frozen concentrated orange juice. Also, per capita purchases by families with 1 or 2 members were considerably larger than those of larger families, the variation being somewhat greater than that for frozen orange juice.

2/ Monthly and quarterly purchases data are given in the reports entitled "Consumer Purchases of Fruits and Juices," which are a part of this series.

Purchases of frozen lemonade in the South were much lower in relation to the average for the nation than was the case for either frozen orange or grape juice. Purchases of fresh lemons, however, are high in the South.

Purchases of canned single-strength orangeade by household consumers during April-September 1953 were equivalent to about 1 of the 46-ounce cans for each 6 persons. Contrary to the purchase pattern for the frozen juices and ades, the rate of purchases was practically the same among each of the income groups. There was also little variation in per capita purchases irrespective of whether or not there were children in the family. However, there was a pronounced variation in purchases in relation to the education of the family head. Families with some college education averaged buying only half as much canned single-strength orangeade per capita as did those with only a grammar school education. Also, purchases by household consumers in the Northeast region were only about half as large on the average as those in the other geographic areas.

In contrast to the purchase pattern for canned single-strength orangeade, variations in the rate of purchase of frozen and non-frozen concentrate for orangeade was in many respects similar to those for frozen concentrated orange and grape juices. For example, purchases by the high income families were substantially larger than those by low income families and the per capita purchases of small size families exceeded those of the larger families.

CANNED JUICES

Household consumers increased their purchases of the major non-citrus juices, particularly pineapple and tomato juices, during the period April-September 1953 compared with the corresponding period of 1950, and bought somewhat less of the canned single-strength citrus juices. Purchases of canned single-strength orange and canned single-strength grapefruit juices were almost unchanged, but purchases of orange-grapefruit blended and tangerine juices were down considerably. The only canned single-strength citrus juice for which there was an increase in purchases was canned and bottled lemon juice. Consumers' total purchases of canned single-strength juices remained practically unchanged.

Householders' purchases of canned single-strength orange juice were equivalent to 59 cases (24 No. 2 cans) per 1,000 persons during April-September 1953, practically unchanged from this period 3 years earlier. Smaller purchases by families in the high income and lower middle income groups were offset by larger purchases by low income families. These low income families partly increased their purchases in response to the lower prices paid for this canned juice—about 32 cents per 46-ounce can compared with 40 cents in April-September 1950.

The entire decline in canned orange juice purchases was among families with children. Lower purchases were reported irrespective of the children's ages. These declines, however, were offset by a 20 percent increase in purchases by families without children in the household. There was a sharp reduction in householders' purchases of canned orange juice in the Northeastern region; purchases declined from an average of about $\frac{3}{4}$ of a 46-ounce can to $\frac{1}{2}$ a can per capita. This loss, was offset by increased purchases in the Southern, Mountain-Southwestern, and Pacific regions. Per capita purchases during April-September 1953 were largest in the South whereas they formerly were highest in the Northeast region.

Purchases of canned single-strength grapefruit juice by householders continued at about the same rate as in the corresponding period of 1950. As in the case of canned orange juice however, smaller purchases of canned grapefruit juice by upper income families were offset by increased purchases by those in the low income group. Again price was a factor in the larger purchases of low income families; the average price paid declined from 37 cents to 27 cents per 46-ounce can.

Families with children either of teen-age or 6 to 12 years old bought less canned grapefruit juice than in the earlier period. Families without children however, increased their purchases. There was also a greater decline in purchases by families in the large cities (100,000 population and over) than among those in smaller cities or rural areas. Purchases in rural areas increased substantially.

Substantial reductions in the volume of purchases of orange-grapefruit blended juice resulted from a decline in the proportion of families buying this product. Only 13 percent purchased instead of the 21 percent in April-September 1950. Average purchases per buying family remained practically unchanged. Less blended juice was purchased by each of the four income classes, but the largest percentage decline was in the low income families. Purchases declined most among families with children. In all geographic regions except in the South purchases were reduced considerably. The largest percentage declines in purchases per thousand persons were in the Northeast and Mountain-Southwest regions.

The per capita purchases of canned single-strength tangerine juice were only about one-third as large in April-September 1953 as in the corresponding period of 1950. Lower and middle income families, in particular, bought less tangerine juice than in the earlier period. Their purchases were only a third, or less, as large as in April-September 1950. Presence of children appeared to be a factor in the lower purchases. In all family groups for which data were tabulated, fewer families bought canned tangerine juice and also purchases per buying family were down.

About a third more canned and bottled lemon juice was bought by household consumers during April-September 1953 than in the corresponding period of 1950. Purchases in the later period were equivalent to about 4 cases of 24 No. 2 cans per thousand persons. Most of the increase

in purchases occurred in the North Central, Southern, and Mountain-Southwestern regions, where the proportion of families who bought increased considerably. In the South and Mountain-Southwestern regions, there was also an increase in the average volume of purchases--about 6 of the 5½-ounce cans per buying family compared with only 4 cans in the previous period. The average volume of purchases per buying family increased among those families with children 6 years of age or older, but declined among those families without children in the home. This decline was more than offset by a larger proportion of the latter families buying lemon juice.

Families in all income groups bought more canned single-strength pineapple juice and tomato juice than 3 years earlier. The largest increase was by low income families. They averaged about $\frac{1}{2}$ of a 46-ounce can of pineapple juice per person compared with $\frac{1}{3}$ of a can in April-September 1950, and $\frac{2}{3}$ of a can of tomato juice rather than $\frac{1}{3}$ of a can per person. Increased purchases of pineapple and tomato juice were reported by all occupation groups, except executive and professional classification, and by practically all the family sizes. Canned pineapple juice was purchased at an average price of about 30 cents per 46-ounce can in April-September 1953--8 cents less than in the same period of 1950. There was no decline however, in the average price paid for canned tomato juice.

FRESH CITRUS

Purchases of fresh citrus fruits by U. S. household consumers were up 10 percent in April-September 1953 compared with this 6-month period 3 years earlier, although the percentage of families buying was practically unchanged. The increase came from larger purchases of oranges and grapefruit which were reduced in price. Consumers reported buying about the same number of lemons in both periods.

Household consumers bought the equivalent of about one dozen California-Arizona oranges per person during April-September 1953, almost one-fifth more than in the corresponding 6 months of 1950. All income and family size groups upon which data were classified increased their purchases of these oranges. Fewer oranges, however, were bought by families with any children under 6 years of age. Lower prices for California-Arizona oranges--39 cents compared with 46 cents per dozen 3 years earlier--apparently caused low income families to increase their purchases. They purchased an average of slightly less than one dozen per person in the 6-month period rather than the two-thirds of a dozen of 3 years earlier. Farmers also increased their purchases of California-Arizona oranges.

Florida oranges are not available during all the months April through September. The quantity bought therefore depends somewhat on the length of the marketing season for the given year. Total shipments and purchases in these months were somewhat less than in 1950. Consequently,

purchases of Florida oranges by most all family groups--regardless of income, presence of children, occupation, education, etc.--were lower. Families buying Florida oranges paid an average of 39 cents a dozen for the fruit--8 cents less than in the spring and early summer of 1950.

Consumer purchases of fresh grapefruit are seasonally low during the months April-September because of the unavailability of grapefruit from Florida--the area of largest production. Purchases during those months of 1953 totaled about 2-1/3 grapefruit per capita, a gain of more than half a grapefruit per capita compared with 3 years earlier. Purchases doubled in the South and were up substantially in the North Central region. The only group not reporting increased purchases was families with children under 6 years of age. Teen-age children were associated with increased purchases where children were present in the family. Low income families and those in which the head had only a grammar school education reported about a 60 percent increase in their grapefruit purchases.

During April-September 1953 and in the corresponding period of 1950, consumer purchases of fresh lemons were equal to only about $\frac{1}{2}$ lemon per capita. Prices they paid for lemons averaged about 45 cents per dozen, slightly higher than in the same 6 months of 1950. Therefore, there were no appreciable price changes to influence the rate of purchases. Purchases were up in the North Central region and especially in the Southern region. Large purchases of frozen concentrate for lemonade in all regions except the South possibly affected the purchases of fresh lemons.

Families without children in the household continued to buy twice as many lemons per capita as those with children. Also, the larger the family, the smaller the per capita rate of purchases. Therefore, family size and presence of children appeared to be closely related to the per capita rate of lemon purchases. However, large families purchased more lemons per buying family than the small families. Less variation occurred in purchases by income and occupation groups than in April-September 1950.

DRIED FRUIT

As many pounds of dried prunes were bought by household consumers in April-September 1953 as in the same months of 1950 although prices for this fruit were somewhat higher. Substantially higher retail prices for dried apricots and dried peaches, however, were associated with a sizable reduction in consumer purchases of these two products.

Consumers bought about one-third of a pound of dried prunes per capita in both April-September 1950 and 1953. Somewhat less dried fruit was bought by consumers during this spring-summer period than in the fall and winter months. In general, the pattern of dried prune purchases by family income, family size, and age of the housewife was unchanged. A significant decline was noted, however, in purchases by families with children. Irrespective of the children's ages, purchases by these families were down an average of about one-third. On the other hand, purchases by families without

children in the home increased from about 0.6 pound per capita to 0.7 pound for the 6-month period.

Households in which the head of the family had only a grammar school education bought slightly more dried prunes than in the earlier period; their purchases averaged about 0.4 pound per person. Where the head of family had a college education, purchases declined about 0.45 pound per capita in April-September 1953 from the average of slightly more than 0.50 pound in the earlier 6-month period.

Only about half as many pounds of dried apricots--25 pounds per 1,000 persons--were purchased by consumers in April-September 1953 as in the same months of 1950. This very sharp reduction in consumer buying was partly the result of their paying an average price of 72 cents per pound for dried apricots compared with an average of 50 cents in these months of 1950.

The region where the largest proportion of families (10 percent) bought dried apricots continued to be the Mountain-Southwest. The lowest percentage buying was again in the South where less than 3 percent purchased. Though there was little variation in the proportion of families buying according to size of family and presence of children, there was a wide variation in their per capita rate of purchases. Average purchases per person in large families (6 persons or more) were only a fourth as large as in other families. Smaller than average purchases were also reported by families with children up to 12 years of age.

Dried peaches bought by householders in April-September 1953 equaled about 20 pounds per 1,000 persons compared with 28 pounds during these months of 1950. Consumers reported paying an average of 47 cents per pound for dried peaches compared with 33 cents in the 1950 period. In the South, purchases of 51 pounds per 1,000 persons continued to be the largest--more than double those in any of the other geographic regions. Smaller than average per capita purchases were reported by upper income families, large families, and those with small children. Lower purchases by those with small children possibly reflected their use of more prepared fruits for children--those in baby foods.

Table 1.--Frozen concentrated juices, and ades, and single strength ades: Percentage of all families buying, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Concentrate for ades ^{2/}										
	Orange		Grape		All frozen ^{1/} concentrates		Single strength orangeade ^{2/}	Lemonade			
								Frozen	Shelf-pack	Frozen	Shelf-pack
	1950	1953	1950	1953	1950	1953	1953	1953	1953	1953	1953
	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent	Per-cent
United States	32.1	49.7	7.4	16.5	33.6	51.9	11.2	29.1	6.6	3.2	9.5
Geographic region											
Northeast	48.1	65.1	12.0	24.8	49.9	68.0	7.0	41.6	7.7	5.8	9.6
North Central	32.4	50.4	8.3	17.3	34.4	52.9	14.0	30.1	9.0	3.0	13.2
South	15.7	30.5	3.2	8.6	16.4	31.5	11.9	13.4	2.2	3/	3.9
Mountain and Southwest	20.1	43.9	3.7	12.2	21.2	45.7	15.0	26.4	6.1	3.3	10.2
Pacific	29.7	54.3	2.7	14.0	30.9	56.8	9.6	30.3	6.9	2.7	10.2
Size of community											
Farm	10.4	22.4	1.9	6.1	10.9	23.3	13.9	9.7	4.2	1.2	7.6
City (Population)											
Under 10,000	26.0	40.4	6.3	11.5	27.4	42.2	11.6	22.2	6.8	2.5	11.0
10,000-99,999	35.7	54.8	8.0	17.6	36.5	55.8	10.4	31.4	7.9	3.6	11.0
100,000-499,999	42.3	59.6	7.7	20.4	43.2	62.7	11.5	37.7	6.9	2.9	10.6
500,000 and over	49.1	66.6	12.2	24.2	52.0	69.7	9.4	40.9	7.2	5.0	8.2
Family income											
Upper	43.8	64.0	11.2	23.1	45.2	66.2	10.5	38.6	6.2	3.2	10.3
Upper middle	35.4	54.7	6.4	18.1	36.7	56.2	12.7	31.4	8.2	4.5	11.0
Lower middle	29.1	45.0	7.1	14.8	30.7	47.9	11.4	26.4	6.0	2.7	8.8
Lower	20.6	34.6	5.0	9.6	22.3	36.6	10.2	19.7	5.8	2.3	7.7
Size of family											
1 and 2 members	30.1	45.1	5.4	11.4	31.7	47.3	8.5	26.3	6.6	2.2	8.2
3 members	36.1	49.1	7.6	16.6	37.0	52.9	10.5	28.9	5.3	3.4	9.8
4 and 5 members	35.4	58.9	9.8	22.7	37.0	60.2	13.3	34.6	8.1	4.4	10.4
6 and over	18.9	37.7	4.4	12.9	20.6	39.5	14.1	21.9	4.5	2.2	10.0
Presence of children ^{4/}											
No children	30.5	45.9	6.0	12.6	31.9	48.5	9.2	26.7	6.1	2.3	8.1
Under 6 years	36.7	54.7	8.3	20.4	38.6	56.7	11.1	30.7	7.6	3.9	9.6
6-12 years	32.2	51.1	9.5	19.8	34.0	52.6	14.0	30.6	7.3	4.0	11.1
13-20 years	27.2	47.6	6.9	16.5	28.5	49.0	13.8	28.2	6.3	3.4	10.9
Occupation of family head											
Executive, professional	54.3	71.9	13.6	24.7	56.4	73.7	9.8	41.1	8.2	3.2	10.2
Clerical, sales, service	40.8	57.7	9.2	19.8	42.6	60.0	9.6	36.4	8.7	5.1	10.8
Craftsman, laborer	29.1	47.4	6.5	16.5	30.5	49.8	13.2	27.8	5.6	3.5	9.4
Farmer	9.5	20.4	1.6	5.7	10.2	21.7	11.4	8.6	5.5	1.5	8.3
Unclassified	23.3	38.4	5.9	8.9	25.0	41.1	10.0	23.2	4.7	1.2	7.7
Education of family head											
Grammar school	21.2	36.3	4.3	11.0	22.1	38.5	13.2	20.4	4.9	2.8	8.6
Some high school	37.8	58.9	8.7	21.7	39.7	61.0	10.2	36.1	7.5	4.1	10.4
Some college	49.5	70.3	12.9	21.8	52.1	72.6	7.2	40.3	9.5	2.6	10.2
Age of housewife											
Under 35 years	37.4	51.4	8.8	17.1	39.1	53.6	11.4	28.7	6.5	4.1	7.9
35-44 years	32.6	55.5	9.1	20.6	34.1	57.3	12.1	33.2	6.6	3.3	11.2
45 years and over	29.7	46.1	5.9	14.0	31.2	48.4	10.7	27.1	6.6	2.9	9.1

^{1/} Includes purchases of other frozen concentrated juices.

^{2/} Family characteristics data not available for April-September 1950.

^{3/} Too few purchases reported for analysis.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 2.--Frozen concentrated juices, and ades, and single strength ades: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item					All		Single	Concentrate for ades ^{2/}			
	Orange		Grape		frozen		strength	Lemonade		Orangeade	
					concentrates		orangeade	Frozen	Shelf-	Frozen	Shelf-
					^{1/}		^{2/}	pack	pack	pack	pack
	1950	1953	1950	1953	1950	1953	1953	1953	1953	1953	1953
	Num-	Num-	Num-	Num-	Num-	Num-	Num-	Num-	Num-	Num-	Num-
	ber	ber	ber	ber	ber	ber	ber	ber	ber	ber	ber
United States	6.9	9.2	3.2	3.3	8.0	10.5	3.6	3.7	1.6	1.7	3.2
Geographic region											
Northeast	8.6	11.6	3.4	3.3	10.1	13.3	3.5	3.9	1.7	1.7	2.8
North Central	5.9	8.4	3.3	3.5	7.0	9.7	3.6	3.7	1.5	1.4	3.4
South	5.5	7.6	1.8	3.4	6.1	8.6	3.9	3.0	1.6	3/	2.9
Mountain and Southwest	6.3	7.3	4.4	3.2	7.5	8.6	2.8	3.9	1.7	2.4	4.2
Pacific	3.9	7.6	2.7	2.2	4.3	8.4	3.7	3.3	1.4	1.4	2.4
Size of community											
Farm	2.9	5.4	1.8	2.6	3.4	6.1	3.6	2.5	1.2	1.3	3.1
City (Population)											
Under 10,000	6.1	7.6	3.0	3.3	7.0	8.7	3.2	3.4	1.3	1.4	3.9
10,000-99,999	6.7	8.4	3.5	4.1	8.1	10.2	3.3	3.7	1.7	2.6	3.1
100,000-499,999	7.1	8.9	3.3	3.0	8.5	10.2	4.3	3.7	1.4	1.2	2.7
500,000 and over	7.9	11.3	3.4	3.2	9.2	12.7	3.5	3.9	1.9	1.7	2.8
Family income											
Upper	8.3	9.9	4.0	3.4	9.9	11.5	3.7	3.8	1.8	2.3	3.3
Upper middle	6.7	9.9	3.8	3.6	7.9	11.5	3.5	3.9	1.5	1.5	3.0
Lower middle	6.2	8.8	2.1	2.8	7.0	9.7	3.8	3.5	1.5	1.5	3.0
Lower	5.1	7.3	2.5	3.0	6.0	8.3	3.3	3.3	1.5	1.4	3.4
Size of family											
1 and 2 members	5.4	7.6	2.7	2.5	6.3	8.4	2.9	3.3	1.4	1.2	3.1
3 members	6.9	9.3	3.1	2.6	8.0	10.2	4.0	3.7	1.8	2.1	3.4
4 or 5 members	7.8	10.3	3.5	3.7	9.2	12.1	4.0	4.0	1.6	1.7	3.2
6 and over	7.7	9.9	3.7	4.8	8.2	11.8	3.1	3.0	1.7	1.2	2.8
Presence of children ^{4/}											
No children	5.9	7.8	2.6	2.5	6.9	8.7	3.0	3.4	1.5	1.3	3.0
Under 6 years	7.2	10.7	3.8	4.1	8.4	12.6	4.3	3.8	1.6	1.3	3.0
6-12 years	8.1	10.6	3.7	3.9	9.5	12.4	4.0	3.8	1.5	2.0	3.0
13-20 years	7.1	9.5	3.4	3.5	8.3	10.9	3.5	3.9	1.8	2.1	3.8
Occupation of family head											
Executive, professional	8.6	10.6	4.0	3.7	10.4	12.5	3.1	4.0	1.6	2.3	3.1
Clerical, sales, service	6.8	9.5	2.8	2.9	7.8	10.8	3.4	3.7	1.8	1.2	2.3
Craftsman, laborer	6.5	9.1	3.2	3.3	7.5	10.3	3.7	3.5	1.4	1.8	3.5
Farmer	2.1	5.4	2.0	3.0	2.6	6.2	4.0	2.3	1.2	1.3	3.3
Unclassified	5.4	7.0	2.2	2.6	6.3	7.7	3.6	3.4	1.7	1.0	3.6
Education of family head											
Grammar school	6.1	7.5	3.0	3.2	7.0	8.6	3.5	3.3	1.5	1.8	3.2
Some high school	6.3	10.1	3.0	3.3	7.4	11.7	3.8	3.8	1.6	1.4	3.0
Some college	8.5	10.2	3.7	3.3	10.1	11.7	3.3	3.9	1.7	2.1	3.4
Age of housewife											
Under 35 years	6.6	9.6	3.1	4.0	7.8	11.2	3.9	3.8	1.5	1.9	2.6
35-44 years	7.7	10.3	4.3	3.5	9.3	11.9	3.8	3.7	1.7	1.8	3.0
45 years and over	6.5	8.4	2.4	2.7	7.4	9.4	3.3	3.6	1.5	1.4	3.4

^{1/} Includes purchases of other frozen concentrated juices.

^{2/} Family characteristics data not available for April-September 1950.

^{3/} Too few purchases reported for analysis.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.- Frozen concentrated juices, and ades, and single strength ades: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Orange		Grape		All frozen concentrates 1/		Single strength orangeade 2/	Concentrate for ades 2/			
								Lemonade		Orangeade	
								Frozen	Shelf-	Frozen	Shelf-
	1950	1953	1950	1953	1950	1953	1953	1953	pack	1953	pack
	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/	Cans 3/
United States	13.2	26.2	4.5	5.8	14.7	28.1	5.1	8.7	3.2	3.6	7.3
Geographic region											
Northeast	17.3	32.4	4.5	5.8	19.0	35.1	4.9	9.0	3.2	3.6	6.2
North Central	10.2	23.6	4.3	6.0	11.7	25.3	5.0	9.0	3.4	2.8	8.7
South	11.1	21.5	2.3	6.0	11.7	23.0	5.3	6.2	2.6	4/	5.8
Mountain and Southwest	13.0	20.2	11.3	6.2	15.8	22.4	4.2	10.5	3.2	6.0	9.4
Pacific	7.3	23.4	4.0	3.8	7.9	24.5	5.9	8.7	3.0	3.4	4.9
Size of community											
Farm	5.5	15.8	2.1	4.7	6.2	16.8	5.3	6.8	2.6	3.2	7.5
City (Population)											
Under 10,000	11.3	19.4	5.3	5.5	12.8	20.9	4.5	7.9	2.3	3.0	9.2
10,000-99,999	12.6	23.0	4.3	7.2	14.3	26.2	4.9	8.7	3.4	5.5	6.0
100,000-499,999	15.1	26.4	5.1	5.5	17.1	28.3	5.9	9.6	3.2	2.8	6.8
500,000 and over	15.4	32.4	4.5	5.5	16.9	34.5	4.8	9.0	3.8	3.6	6.4
Family income											
Upper	17.5	29.4	5.5	6.2	19.6	32.2	5.6	9.4	3.2	4.3	8.3
Upper middle	12.2	29.0	5.8	6.2	13.9	31.5	4.9	9.4	3.2	3.8	7.5
Lower middle	11.9	23.9	2.8	4.7	12.8	24.7	5.2	7.9	3.4	3.6	7.0
Lower	8.3	18.1	3.6	5.5	9.6	19.6	4.4	7.5	2.8	2.6	6.0
Size of family											
1 and 2 members	9.2	18.5	3.8	4.0	10.2	19.8	3.6	7.7	2.8	2.6	6.0
3 members	12.4	24.9	4.0	4.0	13.9	25.6	6.3	8.3	4.1	4.5	8.5
4 and 5 members	16.4	30.9	5.1	6.4	18.3	24.1	5.5	10.0	3.0	3.6	7.3
6 and over	16.6	33.4	4.5	10.0	16.6	36.8	4.5	7.9	3.8	3.8	8.3
Presence of children 5/											
No children	10.2	19.2	3.6	4.0	11.5	20.2	3.8	7.7	3.0	2.8	6.2
Under 6 years	14.7	32.0	6.0	7.2	16.4	34.9	6.3	9.6	3.4	2.8	7.7
6-12 years	17.0	33.4	5.5	7.0	18.7	36.6	5.8	9.6	3.2	4.5	7.5
13-20 years	14.3	29.6	4.3	6.6	15.8	32.2	5.2	9.6	3.6	4.9	9.6
Occupation of family head											
Executive, professional	17.0	32.4	5.5	6.6	19.6	35.6	4.6	10.0	3.4	4.5	8.1
Clerical, sales, service	12.6	25.1	3.6	4.9	13.6	27.3	4.6	8.3	3.2	2.3	4.3
Craftsman, laborer	13.0	25.6	4.9	5.8	14.3	27.3	5.3	8.5	3.0	4.1	8.5
Farmer	3.8	15.8	2.1	5.8	4.5	17.3	6.1	6.2	2.6	4.1	7.7
Unclassified	9.6	17.5	3.4	4.3	10.6	18.3	4.1	8.3	3.2	2.8	7.0
Education of family head											
Grammar school	11.1	20.7	4.0	5.3	12.1	22.0	5.0	7.7	3.0	4.1	7.0
Some high school	12.1	28.2	3.8	5.5	13.4	30.5	5.2	9.4	3.4	3.2	7.0
Some college	17.5	30.9	5.8	6.6	19.6	33.7	4.9	9.0	3.0	4.1	8.5
Age of housewife											
Under 35 years	13.0	28.5	4.0	7.7	14.5	31.3	5.4	9.0	3.4	3.8	5.5
35-44 years	15.4	30.7	6.2	6.4	17.7	33.3	5.6	9.2	3.6	4.5	7.7
45 years and over	12.2	22.4	3.4	4.5	13.2	23.9	4.6	8.3	2.8	3.0	7.7

1/ Includes purchases of other frozen concentrated juices.

2/ Family characteristics data not available for April-September 1950.

3/ Number of 6-ounce cans except for single-strength orangeade, 46-ounce cans.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 4.- Frozen concentrated juices, and ades, and single-strength ades: Average price paid per 6-ounce can by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}

Item					Single strength orangeade 2/	Concentrate for ades 2/			
	Orange		Grape			Lemonade		Orangeade	
						Frozen	Shelf- pack	Frozen	Shelf- pack
	1950	1953	1950	1953	1953	1953	1953	1953	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	26.4	16.8	26.5	21.7	27.6	17.1	15.2	16.9	15.8
Geographic region									
Northeast	26.5	16.9	25.9	20.7	27.5	17.4	15.2	16.9	15.9
North Central	26.2	17.1	26.5	22.7	27.5	17.3	15.2	17.1	15.6
South	26.1	16.0	26.6	22.4	27.8	17.5	15.1	3/	16.2
Mountain and Southwest	26.8	17.1	29.7	21.8	28.2	16.8	15.5	18.4	16.2
Pacific	25.4	16.2	23.9	21.3	27.0	15.3	15.3	14.9	15.9
Size of community									
Farm	26.9	16.9	26.7	22.9	27.7	17.4	15.4	16.6	15.8
City (Population)									
Under 10,000	27.4	17.6	28.1	22.7	29.0	17.9	15.5	16.7	16.2
10,000-99,999	27.0	16.8	26.2	22.5	26.6	17.5	15.1	17.6	15.6
100,000-499,999	25.5	16.3	25.5	21.5	27.4	16.7	15.4	17.7	15.6
500,000 and over	26.0	16.7	25.9	20.9	26.9	16.9	15.1	16.6	15.7
Family income									
Upper	26.5	16.9	26.2	21.9	28.3	17.3	15.5	17.0	15.7
Upper middle	26.2	16.5	27.6	21.4	27.1	16.8	14.8	17.2	15.9
Lower middle	26.2	16.9	26.1	21.6	28.1	17.2	15.2	16.1	16.0
Lower	26.7	17.0	25.9	21.6	26.8	17.0	15.7	17.2	15.8
Size of family									
1 and 2 members	26.9	17.0	26.6	21.8	27.1	17.4	15.2	17.1	16.0
3 members	26.3	16.9	25.7	21.5	27.8	17.1	15.3	17.5	15.8
4 and 5 members	26.1	16.6	26.8	21.8	27.7	16.9	15.2	16.6	15.8
6 and over	26.8	16.8	26.5	21.4	27.7	17.1	15.1	16.1	15.8
Presence of children 4/									
No children	26.6	17.0	26.3	21.8	27.2	17.3	15.3	17.2	15.8
Under 6 years	26.2	17.0	27.1	21.3	28.4	17.2	15.4	16.6	15.9
6-12 years	26.2	16.5	27.0	21.5	28.0	16.8	15.2	16.5	15.8
13-20 years	26.3	16.6	26.0	21.6	27.2	17.0	15.3	16.9	15.9
Occupation of family head									
Executive, professional	26.4	16.5	26.0	22.0	28.0	17.0	14.9	17.6	15.9
Clerical, sales, service	26.4	17.2	26.3	21.2	28.9	17.3	15.6	17.1	15.7
Craftsman, laborer	26.4	16.7	27.1	21.4	27.0	17.0	15.2	16.7	15.9
Farmer	26.6	17.0	26.6	23.2	27.6	17.9	15.2	16.1	15.8
Unclassified	26.0	16.8	27.4	21.7	27.7	17.0	15.7	16.8	15.9
Education of family head									
Grammar school	26.5	16.8	26.1	21.6	27.3	17.2	15.2	17.0	15.9
Some high school	26.2	17.0	26.1	21.7	28.0	17.0	15.2	16.4	15.7
Some college	26.4	16.4	27.2	21.7	28.3	17.0	15.4	17.9	15.9
Age of housewife									
Under 35 years	26.1	16.8	25.9	21.7	28.7	17.2	14.8	16.9	16.0
35-44 years	26.4	16.7	26.9	21.4	27.6	16.7	15.2	16.4	15.8
45 years and over	26.4	16.8	26.3	21.9	27.2	17.3	15.5	17.3	15.9

^{1/} Price per 6-ounce can except for single-strength orangeade, per 46-ounce can.

^{2/} Family characteristics data not available for April-September 1950.

^{3/} Too few purchases reported for analysis.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.- Frozen concentrated juices and ades, and single-strength ades: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 1/

Item	Orange		Grape		All frozen concentrates 2/		Single strength orangeade 3/	Concentrate for ades 3/			
								Lemonade		Orangeade	
								Frozen	Shelf-pack	Frozen	Shelf-pack
	1950	1953	1950	1953	1950	1953	1953	1953	1953	1953	1953
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons	Cases 4/	Gallons	Gallons	Gallons	Gallons
United States	55	172	4	12	64	194	17	34	3	2	9
Geographic region											
Northeast	105	282	7	19	120	318	10	49	3	3	8
North Central	44	163	5	14	53	184	22	36	4	1	16
South	20	79	1	6	22	88	17	10	1	5/	3
Mountain and Southwest	35	121	6	10	44	139	20	37	3	3	13
Pacific	31	183	2	8	35	200	18	38	3	1	7
Size of community											
Farm	6	41	6/	3	7	46	19	8	1	1	7
City (Population)											
Under 10,000	38	107	4	8	45	120	16	24	2	1	14
10,000-99,999	64	176	5	18	75	204	16	38	4	3	9
100,000-499,999	87	214	5	15	100	242	21	49	3	1	10
500,000 and over	99	293	7	18	115	327	14	49	4	2	7
Family income											
Upper	87	229	7	17	101	259	16	44	2	2	10
Upper middle	54	198	5	14	63	222	18	37	3	2	10
Lower middle	46	136	3	9	51	151	17	27	3	1	8
Lower	25	104	3	9	32	119	17	24	3	1	8
Size of family											
1 and 2 members	67	213	5	12	81	238	18	51	4	1	12
3 members	68	190	5	11	78	211	24	37	3	2	13
4 and 5 members	61	195	5	16	72	219	18	37	3	2	8
6 and over	21	86	1	9	23	100	10	12	1	1	6
Presence of children 7/											
No children	60	184	4	10	72	208	17	44	4	1	10
Under 6 years	69	161	6	14	80	182	15	27	2	1	7
6-12 years	65	163	6	13	76	183	18	28	2	2	8
13-20 years	44	138	3	10	51	154	16	26	2	2	10
Occupation of family head											
Executive, professional	128	306	10	22	152	344	14	54	4	2	11
Clerical, sales, service	71	209	5	14	81	234	14	44	4	2	7
Craftsman, laborer	45	146	4	11	52	163	19	28	2	2	10
Farmer	4	39	6/	4	5	45	19	6	2	1	8
Unclassified	42	124	4	7	51	140	17	35	3	1	10
Education of family head											
Grammar school	29	98	2	8	33	111	20	20	2	1	8
Some high school	59	218	4	16	69	245	16	44	3	2	10
Some college	123	308	11	20	145	344	11	51	4	2	12
Age of housewife											
Under 35 years	57	158	4	14	66	180	15	27	2	2	5
35-44 years	55	188	6	14	66	210	17	34	3	2	10
45 years and over	53	167	3	10	61	187	18	37	3	1	11

1/ These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Includes purchases of other frozen concentrated juices.

3/ Family characteristics data not available for April-September 1950.

4/ Equivalent cases 24 No. 2 cans--432 ounces per case.

5/ Too few purchases reported for analysis.

6/ Less than 0.5 gallon.

7/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.—Canned juices: Percentage of all families buying, by family characteristics and place of residence, April–September 1950 and April–September 1953

Item	Orange		Grapefruit		Orange–gpft. blend		Tangerine		Lemon	
	1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953	
	Percent		Percent		Percent		Percent		Percent	
United States	38.8	35.2	26.7	24.8	21.2	18.2	8.9	3.5	13.4	17.8
Geographic region										
Northeast	38.9	25.9	30.6	24.5	28.3	15.2	12.4	4.4	17.4	21.0
North Central	39.1	35.5	23.0	23.4	22.1	15.0	10.5	5.0	15.9	23.1
South	39.7	46.2	19.6	22.7	12.2	9.4	4.7	1.9	5.3	8.1
Mountain and Southwest	40.4	38.3	29.8	26.4	13.8	8.6	6.0	2.8	7.7	14.7
Pacific	33.3	31.8	39.4	31.4	24.2	15.4	4.2	1.6	16.4	18.9
Size of community										
Farm	37.7	40.8	19.6	20.3	12.7	8.3	4.5	3.1	7.5	13.2
City (Population)										
Under 10,000	42.1	41.9	24.6	24.8	21.7	11.8	7.2	3.6	10.6	15.7
10,000–99,999	38.6	32.1	24.5	26.1	21.7	15.9	10.1	3.6	13.7	18.5
100,000–499,999	39.1	34.1	30.5	23.4	23.1	13.1	13.6	3.9	12.7	16.4
500,000 and over	36.3	28.4	33.8	28.1	26.4	16.2	11.5	3.4	20.6	23.0
Family income										
Upper	38.8	32.6	30.4	25.8	22.9	15.1	9.4	4.3	17.2	20.5
Upper middle	40.2	35.6	26.9	22.8	24.8	13.5	8.9	2.4	13.6	16.4
Lower middle	40.2	34.2	25.1	22.9	19.7	12.2	7.9	3.4	12.7	17.5
Lower	35.9	38.4	24.5	27.8	17.8	11.8	9.2	3.9	10.2	16.9
Size of family										
1 and 2 members	34.5	34.7	30.0	28.9	22.7	14.8	9.5	3.7	11.6	18.4
3 members	37.2	37.4	27.5	24.6	20.2	13.3	9.1	3.0	12.7	13.7
4 and 5 members	41.4	31.9	25.5	22.3	22.1	11.7	8.9	3.8	15.2	16.7
6 and over	44.3	41.7	20.6	20.8	17.2	12.3	6.5	2.7	13.8	17.6
Presence of children 2/										
No children	35.9	35.3	31.2	29.0	22.7	14.6	9.4	3.5	11.6	18.1
Under 6 years	38.6	35.0	18.9	19.5	18.1	10.4	7.8	2.8	13.3	17.1
6–12 years	40.7	33.6	21.5	19.0	18.5	11.7	8.0	3.0	15.0	16.3
13–20 years	42.1	36.8	25.2	24.4	21.6	12.8	8.6	4.1	15.1	17.2
Occupation of family head										
Executive, professional	40.4	33.6	31.9	27.0	27.3	15.6	10.9	3.9	17.8	22.4
Clerical, sales, service	38.3	31.0	30.3	24.7	23.9	14.9	9.9	4.5	14.5	20.6
Craftsman, laborer	38.6	35.6	25.7	23.1	20.5	11.8	9.2	2.9	14.4	14.7
Farmer	37.3	40.6	18.1	19.5	13.0	9.2	4.3	2.6	7.1	14.0
Unclassified	40.3	37.4	28.1	31.3	22.2	14.4	9.4	3.9	9.7	18.9
Education of family head										
Grammar school	36.4	37.9	24.0	25.2	17.4	11.5	7.0	3.6	11.9	15.4
Some high school	41.0	33.2	26.6	23.3	24.0	14.2	9.9	2.9	14.6	20.3
Some college	40.9	31.5	33.8	27.0	26.1	16.1	11.7	4.3	15.1	19.7
Age of housewife										
Under 35 years	37.1	34.6	21.3	16.2	17.2	10.8	8.4	2.0	12.9	15.5
35–44 years	37.0	31.8	22.7	21.8	21.6	12.1	8.0	3.4	13.9	16.8
45 years and over	40.3	37.2	30.9	29.2	22.6	14.5	9.5	4.0	13.3	19.1

Continued

Table 6.—Canned juices: Percentage of all families buying, by family characteristics and place of residence, April-September 1950 and April-September 1953—Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953	1950	1953
	Percent		Percent		Percent		Percent		Percent	
United States	17.3	20.2	37.0	39.3	16.2	15.8	44.2	47.1	81.0	83.9
Geographic region										
Northeast	20.1	21.8	49.4	47.7	25.2	23.6	53.0	50.9	89.4	87.0
North Central	13.7	16.3	32.0	32.0	12.8	12.1	38.9	41.4	79.0	82.7
South	13.9	17.6	22.9	29.3	8.2	10.2	30.5	39.8	67.3	77.3
Mountain and Southwest	23.8	24.9	35.8	43.9	13.2	14.7	50.4	52.3	83.4	86.3
Pacific	21.2	26.5	47.9	52.1	20.0	18.0	57.9	60.8	88.5	89.8
Size of community										
Farm	9.3	12.2	21.9	26.8	6.8	5.8	23.6	28.7	62.5	71.4
City (Population)										
Under 10,000	12.9	15.4	30.5	34.2	12.0	12.2	37.5	43.3	78.7	81.3
10,000-99,999	16.0	20.6	36.5	40.3	14.3	15.3	52.1	49.5	87.6	85.6
100,000-499,999	26.0	25.8	42.9	40.3	18.0	16.3	53.0	50.8	88.5	87.6
500,000 and over	25.3	25.5	53.2	50.2	27.5	24.8	59.5	58.6	91.4	91.0
Family income										
Upper	19.2	24.3	41.6	42.4	19.3	17.6	50.7	55.1	86.6	88.6
Upper middle	18.5	21.9	39.6	42.4	17.3	16.0	47.7	49.0	83.5	86.2
Lower middle	17.9	20.2	35.7	37.3	14.8	15.9	41.5	45.6	79.6	81.9
Lower	13.8	14.3	31.7	34.8	13.4	13.4	37.2	38.3	74.5	78.6
Size of family										
1 and 2 members	15.6	16.9	33.0	37.8	15.2	15.4	40.3	43.5	80.6	83.4
3 members	17.7	21.4	39.8	40.0	19.2	17.0	46.9	47.8	83.8	86.3
4 and 5 members	19.6	23.5	40.3	42.3	16.0	16.6	47.0	50.2	81.6	84.9
6 and over	14.0	18.1	31.7	33.7	13.1	12.3	40.2	46.9	74.1	78.1
Presence of children ^{2/}										
No children	16.1	17.6	34.9	39.2	16.9	15.7	42.2	44.1	81.1	83.3
Under 6 years	19.3	22.1	38.6	39.0	16.5	16.6	46.4	49.1	80.2	83.9
6-12 years	17.2	22.3	38.4	39.2	15.2	14.7	44.9	49.5	80.2	83.4
13-20 years	15.9	19.4	36.6	37.4	12.2	14.6	43.5	47.6	78.0	81.9
Occupation of family head										
Executive, professional	23.5	25.5	49.2	47.0	18.2	18.1	57.0	58.2	91.5	91.8
Clerical, sales, service	18.7	20.5	40.8	41.0	20.4	19.7	53.0	52.8	88.6	86.7
Craftsman, laborer	17.8	21.2	37.0	39.0	16.8	16.1	43.7	46.6	81.2	83.2
Farmer	7.8	11.0	20.9	25.7	6.2	5.3	22.5	27.4	60.4	70.6
Unclassified	18.4	17.3	35.4	38.4	18.1	15.2	41.3	41.3	79.5	82.1
Education of family head										
Grammar school	13.1	17.2	32.0	34.3	14.0	13.9	36.6	39.6	73.5	80.1
Some high school	20.2	21.9	39.9	42.7	18.5	17.5	48.9	53.7	86.5	86.4
Some college	23.0	25.4	44.9	47.0	17.5	17.7	55.3	55.4	90.3	89.8
Age of housewife										
Under 35 years	19.9	19.7	37.5	36.7	15.5	14.7	47.9	50.8	80.5	84.2
35-44 years	18.0	23.9	39.1	42.1	17.8	17.4	44.7	48.7	79.8	84.1
45 years and over	15.9	18.4	35.8	38.6	15.5	15.2	42.5	44.9	81.8	83.7

^{1/} Includes purchases of other canned juices.

^{2/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.—Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, April–September 1950 and April–September 1953

Item	Orange		Grapefruit		Orange–gpft. blend		Tangerine		Lemon	
	1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953	
	Number		Number		Number		Number		Number	
United States	4.3	4.3	3.8	3.6	2.9	2.9	2.2	1.6	2.5	2.4
Geographic region:										
Northeast	5.1	5.2	4.0	3.7	3.2	3.2	2.6	1.8	2.7	2.7
North Central	4.2	4.1	3.4	3.6	2.9	3.0	1.9	1.6	2.6	2.2
South	4.2	4.4	3.5	3.7	2.8	3.0	2.3	1.3	2.2	2.6
Mountain and Southwest	3.6	4.2	3.4	3.3	2.5	2.5	1.1	1.1	2.1	2.5
Pacific	2.6	3.1	4.4	3.9	2.4	2.5	2.5	1.7	2.2	2.3
Size of community										
Farm	3.2	4.1	2.7	3.3	2.5	2.6	1.8	1.7	2.5	2.0
City (Population)										
Under 10,000	4.4	4.7	3.8	3.3	2.8	2.2	1.7	1.2	2.4	2.4
10,000–99,999	4.4	4.7	3.8	4.2	3.3	3.1	2.3	1.6	2.7	2.6
100,000–499,999	4.0	4.1	3.8	3.8	3.3	3.4	2.9	2.0	2.4	1.9
500,000 and over	5.1	4.1	4.2	3.8	2.9	3.2	2.4	1.5	2.6	2.8
Family income										
Upper	4.4	4.1	3.9	3.2	2.9	2.8	2.4	1.7	2.6	2.4
Upper middle	4.6	4.5	3.9	3.4	2.9	3.4	2.2	1.9	2.5	2.1
Lower middle	4.4	4.5	3.4	3.9	3.1	3.1	2.2	1.4	2.1	2.5
Lower	3.7	4.2	3.7	4.0	2.9	2.3	2.1	1.4	2.9	2.7
Size of family										
1 and 2 members	3.7	4.3	4.1	3.6	2.9	2.8	2.3	1.2	2.9	2.5
3 members	4.0	4.1	3.8	3.6	2.8	3.3	1.8	1.3	2.3	2.4
4 and 5 members	4.8	4.3	3.4	3.6	3.2	3.1	2.3	2.0	2.4	2.4
6 and over	4.4	4.5	3.4	3.9	2.4	2.4	3.0	1.9	2.6	2.7
Presence of children 2/										
No children	4.0	4.3	3.8	3.8	3.1	2.9	2.3	1.3	3.0	2.5
Under 6 years	4.1	4.2	3.3	3.6	2.4	2.9	2.3	1.8	2.6	2.3
6–12 years	4.6	4.1	3.4	3.4	2.7	2.5	2.5	1.8	2.4	2.3
13–20 years	4.6	4.4	3.8	3.5	3.2	3.0	2.1	1.9	2.3	2.7
Occupation of family head										
Executive, professional	4.4	4.3	3.8	3.3	2.9	2.9	2.2	1.8	2.5	2.3
Clerical, sales, service	4.8	5.1	4.0	4.4	3.1	3.2	2.9	1.5	2.6	2.6
Craftsman, laborer	4.5	4.2	3.8	3.4	3.1	2.9	2.1	1.8	2.5	2.5
Farmer	3.2	3.9	2.8	3.6	2.2	1.9	1.8	1.3	2.2	2.0
Unclassified	4.1	4.1	3.7	3.7	2.8	3.3	1.4	1.2	2.9	2.5
Education of family head										
Grammar school	4.1	4.3	3.8	3.7	3.3	2.8	1.9	1.5	2.5	2.3
Some high school	4.4	4.3	3.7	3.8	2.7	2.8	2.2	1.7	2.7	2.4
Some college	4.6	4.5	3.7	3.4	2.7	3.6	2.8	1.7	2.4	2.8
Age of housewife										
Under 35 years	4.1	4.1	3.0	3.4	2.2	2.0	2.2	1.9	2.4	2.2
35–44 years	4.7	4.4	3.7	3.4	2.9	3.1	2.7	1.6	2.2	2.3
45 years and over	4.2	4.4	4.0	3.8	3.1	3.1	2.0	1.5	2.8	2.6

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.—Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, April–September 1950 and April–September 1953—Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices ^{1/}	
	1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953		1950 : 1953	
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.6	2.7	3.8	3.8	4.6	4.5	4.7	4.6	12.4	11.3
Geographic region										
Northeast	2.7	2.8	4.9	4.9	5.7	5.5	5.7	5.6	16.5	14.4
North Central	2.4	2.2	2.8	3.1	3.9	4.1	4.0	4.1	10.2	9.4
South	2.6	3.0	3.2	3.4	3.5	2.8	4.1	4.3	9.1	9.6
Mountain and Southwest	2.4	2.7	3.7	3.5	4.5	4.9	4.3	4.4	10.9	10.9
Pacific	2.7	2.6	3.5	3.3	3.3	3.6	4.8	4.1	12.7	11.4
Size of community										
Farm	2.0	2.9	2.5	2.9	3.0	3.5	3.7	3.6	7.2	7.9
City (Population)										
Under 10,000	2.7	2.4	3.2	2.9	3.9	4.3	4.1	4.4	10.1	9.7
10,000–99,999	2.8	2.8	3.5	3.5	4.4	4.9	4.6	4.5	11.5	11.3
100,000–499,999	2.3	2.7	3.9	4.1	4.9	4.1	4.4	4.3	12.9	10.9
500,000 and over	2.7	2.6	4.7	4.6	5.2	4.7	5.5	5.3	17.1	14.2
Family income										
Upper	2.7	2.7	4.0	3.8	4.2	4.2	5.2	4.7	13.9	11.7
Upper middle	2.2	2.6	4.2	3.7	5.4	5.0	4.6	4.5	13.0	11.3
Lower middle	2.6	2.5	3.8	4.3	5.1	4.7	4.7	4.9	11.9	11.6
Lower	2.8	3.0	3.5	3.5	3.7	4.0	4.2	4.2	10.5	10.3
Size of family										
1 and 2 members	2.5	2.8	3.3	3.3	4.6	4.7	4.0	4.0	10.8	10.4
3 members	2.3	2.7	3.6	3.6	5.1	4.0	4.5	4.6	12.1	11.0
4 and 5 members	2.6	2.6	4.1	4.3	4.4	4.7	5.3	4.8	13.8	11.9
6 and over	3.3	2.5	4.3	4.6	4.2	3.9	4.9	5.7	12.4	12.4
Presence of children ^{2/}										
No children	2.5	2.9	3.6	3.5	4.8	4.7	4.4	4.2	11.7	10.9
Under 6 years	2.6	2.5	4.0	4.2	4.9	3.8	4.8	4.6	12.7	11.4
6–12 years	2.5	2.7	4.2	4.1	4.4	4.5	4.9	4.7	12.8	11.2
13–20 years	3.0	2.4	3.8	4.0	4.3	4.3	5.0	5.1	12.8	11.6
Occupation of family head										
Executive, professional	2.5	2.4	4.0	3.9	4.1	3.6	5.1	4.4	14.2	11.9
Clerical, sales, service	2.5	2.4	4.1	4.2	4.8	5.2	4.8	4.8	13.4	12.6
Craftsman, laborer	2.6	2.7	4.1	4.0	5.3	4.9	4.8	5.0	12.8	11.4
Farmer	2.1	2.8	2.3	2.8	2.0	3.0	3.6	3.4	6.8	7.6
Unclassified	3.5	3.2	3.1	3.3	4.1	3.9	4.2	4.2	11.5	10.6
Education of family head										
Grammar school	2.8	2.7	3.5	3.7	4.9	4.8	4.7	4.9	11.4	10.7
Some high school	2.5	2.7	3.8	4.0	4.6	4.4	4.5	4.3	12.4	11.5
Some college	2.4	2.6	4.5	3.8	4.2	3.9	5.2	4.5	14.2	12.3
Age of housewife										
Under 35 years	2.5	2.2	4.0	3.8	4.4	3.6	4.3	4.2	11.4	9.9
35–44 years	2.8	2.7	4.1	4.4	5.1	4.4	5.0	4.9	13.4	11.8
45 years and over	2.5	2.8	3.6	3.5	4.5	4.8	4.7	4.6	12.1	11.4

^{1/} Includes purchases of other canned juices.

^{2/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 8.--Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Orange		Grapefruit		Orange-gpft. blend		Tangerine		Lemon	
	1950	1953	1950	1953	1950	1953	1950	1953	1950 ^{2/}	1953
	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}	Cans ^{3/}
United States	5.4	5.5	4.5	4.7	3.5	3.5	2.3	1.8	6.3	7.1
Geographic region										
Northeast	6.9	6.5	4.7	4.8	3.7	3.7	2.9	1.9	6.3	6.3
North Central	5.6	5.7	4.0	4.8	3.8	4.0	2.1	1.7	7.1	7.1
South	4.5	5.5	4.1	4.3	2.7	3.0	2.4	2.3	3.9	6.3
Mountain and Southwest	4.1	5.3	4.4	4.5	3.3	3.2	1.3	0.9	3.9	6.3
Pacific	3.1	3.9	5.4	4.9	2.4	2.6	1.5	1.6	5.5	5.5
Size of community										
Farm	3.8	5.5	3.2	3.9	3.2	3.5	2.1	2.0	7.1	4.7
City (Population)										
Under 10,000	5.6	6.0	4.6	4.0	3.2	2.3	1.8	1.3	5.5	6.3
10,000-99,999	5.3	5.5	4.3	5.2	3.7	3.8	2.7	1.8	6.3	7.9
100,000-499,999	4.5	5.6	5.7	5.2	3.9	4.1	3.1	2.6	6.3	4.7
500,000 and over	6.8	5.0	4.8	5.1	3.5	3.8	2.3	1.5	7.1	8.6
Family income										
Upper	5.8	5.6	4.7	4.3	3.8	3.3	2.8	2.3	7.1	6.3
Upper middle	5.5	6.1	5.0	4.3	3.3	4.1	2.3	1.8	6.3	6.3
Lower middle	6.3	5.7	3.8	5.1	3.4	4.0	2.2	1.4	5.5	7.1
Lower	3.8	4.8	4.7	5.0	3.3	2.4	2.2	1.4	7.1	7.1
Size of family										
1 and 2 members	4.2	5.3	5.1	4.7	3.0	3.1	2.3	1.1	7.9	6.3
3 members	4.5	5.1	4.4	4.4	3.0	4.0	1.4	1.3	5.5	6.3
4 and 5 members	6.4	5.9	4.1	4.8	4.1	3.7	2.5	2.3	5.5	6.3
6 and over	6.2	6.4	4.2	5.2	3.2	3.6	3.9	3.2	7.9	9.4
Presence of children ^{4/}										
No children	4.6	5.3	4.6	5.0	3.6	3.3	2.5	1.2	7.9	6.3
Under 6 years	5.2	5.2	3.5	4.5	2.8	3.8	2.2	2.4	6.3	6.3
6-12 years	6.1	5.4	4.1	4.4	3.2	3.0	2.7	1.8	6.3	7.1
13-20 years	5.9	6.4	4.6	4.7	3.8	3.7	2.3	2.2	6.3	8.6
Occupation of family head										
Executive, professional	6.4	5.5	4.9	4.1	3.2	3.7	2.3	2.1	6.3	6.3
Clerical, sales, service	6.0	6.8	4.9	6.3	4.1	3.6	3.3	1.8	6.3	6.3
Craftsman, laborer	5.4	5.4	4.4	4.4	3.4	3.5	2.1	1.9	6.3	7.9
Farmer	3.9	5.3	3.1	3.8	2.8	2.3	2.3	1.4	6.3	5.5
Unclassified	4.1	4.8	4.8	4.6	2.8	3.9	1.0	1.2	6.3	6.3
Education of family head										
Grammar school	4.8	5.4	4.9	4.6	3.9	3.4	1.9	1.5	6.3	6.3
Some high school	5.7	5.5	4.1	5.3	3.2	3.4	2.4	2.1	7.1	7.1
Some college	6.0	6.0	4.4	3.8	3.1	4.1	2.9	2.0	6.3	7.1
Age of housewife										
Under 35 years	4.7	4.8	3.1	3.8	2.6	2.3	2.0	1.9	6.3	6.3
35-44 years	5.8	5.5	4.4	4.1	3.1	3.8	3.1	1.6	5.5	7.1
45 years and over	5.4	5.8	5.0	5.1	3.8	3.7	2.1	1.9	7.1	7.1

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 8.--Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953	1950	1953
	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}	Cans ^{2/}
United States	2.4	2.6	3.8	4.2	5.4	5.0	5.1	5.4	12.6	11.8
Geographic region										
Northeast	2.3	2.2	4.8	5.1	6.6	6.2	5.6	5.7	16.2	14.0
North Central	2.6	2.3	2.8	3.5	4.3	4.2	4.7	5.0	11.1	10.2
South	2.0	2.6	3.1	3.5	3.9	3.0	4.0	4.3	8.8	9.9
Mountain and Southwest	2.4	2.8	3.9	4.3	5.7	5.7	4.8	5.3	11.3	11.9
Pacific	3.5	3.4	3.7	4.3	3.8	4.0	5.4	6.4	13.1	13.4
Size of community										
Farm	2.0	3.0	2.8	3.7	4.3	3.9	4.3	4.7	7.9	9.3
City (Population)										
Under 10,000	2.6	2.3	3.2	3.2	4.5	5.3	4.5	5.0	10.9	10.3
10,000-99,999	2.3	2.4	3.4	3.5	5.3	5.4	5.0	4.7	11.5	11.3
100,000-499,999	2.3	2.7	4.2	5.0	5.8	4.6	4.9	5.4	13.4	12.3
500,000 and over	2.6	2.4	4.5	4.9	5.8	5.1	5.6	5.9	16.6	14.0
Family income										
Upper	2.6	2.6	4.1	4.2	5.3	4.7	6.1	5.7	15.0	12.7
Upper middle	1.9	2.2	4.2	4.1	6.1	5.9	4.7	5.3	12.9	12.0
Lower middle	2.4	2.7	3.8	4.6	5.9	5.1	4.9	5.4	12.2	12.0
Lower	3.0	2.8	3.0	3.8	3.9	4.0	4.2	4.7	10.0	10.3
Size of family										
1 and 2 members	2.3	2.7	3.2	3.7	5.1	5.1	4.1	4.1	10.4	10.3
3 members	2.3	2.3	3.5	3.7	5.5	4.6	4.4	5.2	11.4	11.0
4 and 5 members	2.4	2.4	4.1	4.6	5.1	5.3	5.7	5.4	14.6	12.3
6 and over	3.2	2.8	5.2	6.0	5.9	4.2	6.1	8.7	14.6	16.2
Presence of children ^{4/}										
No children	2.3	2.8	3.6	3.7	5.4	5.3	4.6	4.7	11.5	11.1
Under 6 years	2.6	2.6	3.9	4.7	5.7	4.0	5.1	5.6	12.7	12.2
6-12 years	2.3	2.7	4.3	4.7	4.7	4.9	5.4	5.7	13.4	12.0
13-20 years	2.8	2.2	4.0	4.6	5.4	4.9	5.8	6.5	13.9	13.2
Occupation of family head										
Executive, professional	2.2	2.4	4.2	4.4	4.6	3.9	6.2	5.4	15.4	12.7
Clerical, sales, service	2.3	2.0	4.0	4.4	5.8	5.8	4.8	4.9	13.4	12.5
Craftsman, laborer	2.4	2.4	3.9	4.2	5.9	5.4	4.9	5.9	12.5	12.0
Farmer	2.4	2.8	2.6	3.9	2.7	3.6	4.0	4.3	7.5	8.9
Unclassified	4.0	3.5	2.9	3.7	4.7	4.5	4.7	4.8	11.1	11.0
Education of family head										
Grammar school	2.6	2.4	3.4	4.0	5.5	5.4	5.0	6.0	11.5	11.5
Some high school	2.4	2.7	3.8	4.4	5.5	4.9	4.5	4.7	12.4	11.8
Some college	2.4	2.6	4.5	4.2	4.6	4.3	6.0	5.3	15.1	12.7
Age of housewife										
Under 35 years	2.4	2.0	3.8	4.1	4.9	3.5	4.4	4.9	10.9	10.0
35-44 years	2.6	2.6	4.0	4.7	5.7	5.0	2/5.3	5.4	13.3	12.1
45 years and over	2.4	2.7	3.7	3.9	5.4	5.4	5.2	5.4	12.8	12.2

^{1/} Includes purchases of other canned juices.

^{2/} Revised.

^{3/} The figures for average volume are equivalent number of 46-ounce cans, except lemon juice figures are equivalent 5½-ounce cans, and grape and prune juice figures are equivalent 32-ounce bottles.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 9.--Canned juices: Average price paid per can by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}

Item	Orange		Grapefruit		Orange-graft. blend		Tangerine		Lemon	
	1950	1953	1950	1953	1950	1953	1950	1953	1950	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	38.4	31.4	37.3	27.0	39.3	29.8	32.2	27.5	13.4	12.2
Geographic region										
Northeast	38.1	31.1	36.9	26.2	38.3	28.7	31.1	27.7	13.0	12.1
North Central	38.2	31.1	38.1	27.1	39.8	29.9	34.0	28.4	13.8	12.5
South	37.8	30.0	35.9	25.5	38.2	28.1	27.9	22.5	14.3	12.8
Mountain and Southwest	41.1	34.1	38.2	28.1	41.1	33.6	35.3	32.4	18.7	14.8
Pacific	38.4	34.9	37.3	29.4	43.5	32.6	39.2	37.3	12.8	11.7
Size of community										
Farm	39.0	32.6	38.8	27.6	40.5	31.2	35.3	29.4	13.3	12.5
City (Population)										
Under 10,000	39.6	32.2	38.8	28.2	40.0	30.5	32.3	29.3	14.2	12.9
10,000-99,999	37.9	30.6	37.8	27.5	40.2	29.9	32.9	25.9	13.3	12.0
100,000-499,999	39.2	30.0	36.5	26.3	39.4	29.2	32.1	26.0	14.4	12.5
500,000 and over	36.8	30.7	35.8	26.2	38.0	29.3	29.8	27.4	12.9	11.9
Family income										
Upper	39.0	32.3	37.5	26.7	39.1	30.0	32.2	26.2	13.5	12.7
Upper middle	38.2	30.9	37.0	27.1	40.0	29.6	31.7	29.0	13.0	12.2
Lower middle	37.3	30.9	37.8	26.7	39.4	30.0	32.5	29.1	13.4	11.8
Lower	39.6	31.8	37.0	27.3	38.8	29.3	32.2	27.4	13.7	12.1
Size of family										
1 and 2 members	38.9	32.0	37.2	27.4	39.2	29.4	33.5	28.5	13.3	12.2
3 members	38.8	31.3	38.5	26.6	40.1	29.8	30.9	28.9	13.7	11.9
4 and 5 members	38.0	31.0	36.3	27.1	38.8	29.8	30.8	28.1	13.7	12.4
6 and over	38.2	31.5	37.5	26.1	40.8	30.6	33.3	23.7	12.7	11.8
Presence of children ^{2/}										
No children	38.9	31.9	37.1	27.2	39.8	29.5	31.8	29.0	13.3	12.2
Under 6 years	37.5	30.9	38.1	26.8	39.1	29.7	32.7	25.0	13.1	11.9
6-12 years	37.5	31.2	37.1	26.3	39.2	29.7	32.9	28.3	13.6	12.2
13-20 years	38.6	31.2	37.8	26.9	38.7	30.3	32.4	28.6	13.7	12.2
Occupation of family head										
Executive, professional	36.9	31.9	37.6	27.1	38.8	30.1	32.4	28.2	14.5	12.4
Clerical, sales, service	38.3	31.3	36.5	26.3	39.6	28.8	32.0	24.1	13.1	12.0
Craftsman, laborer	38.9	30.7	37.5	26.8	39.5	29.8	30.7	28.4	13.1	12.7
Farmer	39.3	32.4	38.7	28.1	39.7	32.6	36.2	29.9	14.1	12.3
Unclassified	38.4	32.2	36.5	27.7	38.8	29.5	33.0	27.7	14.0	11.7
Education of family head										
Grammar school	39.3	31.7	37.2	27.0	39.1	29.9	33.4	28.7	13.6	12.2
Some high school	37.5	30.8	37.3	27.1	39.7	29.7	30.9	25.4	13.1	12.1
Some college	38.3	31.6	37.4	26.7	39.3	29.6	32.4	28.1	13.7	12.3
Age of housewife										
Under 35 years	37.1	31.4	37.9	26.6	39.3	29.9	32.4	27.6	13.1	12.2
35-44 years	37.9	31.2	37.0	27.0	39.5	29.6	32.2	28.8	13.3	12.5
45 years and over	38.9	31.5	37.3	27.0	39.3	29.8	32.0	27.0	13.6	12.1

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 9.--Canned juices: Average price paid per can by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}—Continued

Item	Grape		Pineapple		Prune		Tomato	
	1950	1953	1950	1953	1950	1953	1950	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	39.6	36.2	38.0	30.6	28.5	33.3	26.9	26.5
Geographic region								
Northeast	40.4	37.5	36.9	29.6	27.2	31.9	26.7	27.6
North Central	39.4	36.0	39.5	33.5	31.0	35.7	27.5	27.1
South	41.5	36.1	39.8	31.4	30.6	34.7	28.1	28.9
Mountain and Southwest	41.3	37.5	40.1	31.7	31.8	36.1	26.9	26.4
Pacific	36.5	33.3	35.8	27.5	26.9	31.9	24.9	22.4
Size of community								
Farm	42.8	37.7	40.0	32.4	29.9	33.7	26.8	27.4
City (Population)								
Under 10,000	41.7	40.0	40.0	32.3	30.7	35.3	27.8	27.7
10,000-99,999	40.7	33.9	39.6	31.6	28.2	34.1	27.4	26.9
100,000-499,999	41.4	34.4	37.9	29.9	29.0	33.0	26.4	26.1
500,000 and over	38.0	36.6	36.1	29.5	27.6	32.3	26.2	25.6
Family income								
Upper	40.0	35.2	37.6	30.1	28.5	33.6	27.2	26.6
Upper middle	40.7	35.7	38.4	31.0	28.8	32.7	27.0	26.2
Lower middle	40.7	39.4	38.0	30.2	28.8	33.5	26.6	26.5
Lower	37.5	35.3	38.3	31.2	27.7	33.8	26.6	26.4
Size of family								
1 and 2 members	40.0	36.6	38.7	30.9	29.3	34.1	27.2	26.3
3 members	37.9	37.5	37.9	30.3	28.8	33.3	27.1	26.3
4 and 5 members	40.2	35.2	37.8	30.7	27.7	32.6	26.9	26.6
6 and over	41.0	36.3	37.9	30.1	28.6	33.4	26.2	26.6
Presence of children ^{2/}								
No children	40.2	36.3	38.3	30.7	29.3	33.9	27.2	26.4
Under 6 years	38.2	35.5	37.4	30.3	27.7	33.8	26.5	26.6
6-12 years	40.7	36.3	38.1	30.7	28.1	32.9	26.6	26.4
13-20 years	40.6	35.1	38.0	30.2	27.8	32.4	26.6	26.3
Occupation of family head								
Executive, professional	41.1	36.4	38.2	30.3	28.3	33.5	26.9	26.1
Clerical, sales, service	38.8	34.7	37.6	30.5	29.2	33.9	27.2	27.0
Craftsman, laborer	39.8	37.2	37.9	30.5	28.1	33.0	26.7	26.5
Farmer	43.4	38.0	40.4	32.4	30.1	32.6	27.2	26.5
Unclassified	37.2	34.0	37.5	30.5	28.1	32.8	26.2	26.1
Education of family head								
Grammar school	40.1	36.3	38.1	31.2	28.2	33.5	26.9	26.8
Some high school	39.9	36.5	38.1	30.1	28.8	33.0	27.1	26.4
Some college	38.6	35.4	37.8	30.2	28.9	33.4	26.6	25.7
Age of housewife								
Under 35 years	37.5	37.6	37.6	30.7	28.1	34.0	27.2	26.4
35-44 years	40.6	35.6	38.0	30.4	28.0	32.6	26.5	26.4
45 years and over	40.2	36.7	38.3	30.7	29.1	33.6	27.0	26.5

^{1/} Per 46-ounce can, except lemon juice, per 5½ ounce can; grape and prune juices, per 32-ounce bottle.

^{2/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned juices: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}

Item	Orange		Grapefruit		Orange-gpft. blend		Tangerine		Lemon	
	1950	1953	1950	1953	1950	1953	1950	1953	1950	1953
	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases	^{3/} Cases
United States	61	59	35	35	21	14	6	2	3	4
Geographic region										
Northeast	77	50	42	36	30	17	10	2	4	5
North Central	66	63	28	35	26	19	6	3	4	6
South	47	70	21	27	9	8	3	1	1	2
Mountain and Southwest	50	62	40	36	14	8	2	1	1	3
Pacific	34	40	70	50	19	13	2	1	4	4
Size of community										
Farm	36	61	16	21	10	8	2	2	2	2
City (Population)										
Under 10,000	70	78	33	31	20	8	4	1	2	4
10,000-99,999	66	56	35	43	26	19	9	2	3	5
100,000-499,999	54	60	54	37	28	17	13	3	3	3
500,000 and over	73	43	48	44	28	18	8	2	5	7
Family income										
Upper	59	50	37	31	23	14	7	3	4	4
Upper middle	63	62	38	28	23	16	6	1	3	3
Lower middle	74	57	28	34	20	14	5	1	2	4
Lower	45	69	38	52	20	11	7	2	3	5
Size of family										
1 and 2 members	82	104	85	77	38	26	13	2	6	8
3 members	58	67	42	38	21	19	5	1	3	5
4 and 5 members	64	46	26	26	22	10	6	2	2	3
6 and over	42	41	13	17	8	7	4	1	2	3
Presence of children ^{4/}										
No children	73	89	63	68	35	23	10	2	5	6
Under 6 years	57	38	19	18	15	8	5	1	3	3
6-12 years	67	39	24	18	16	8	6	1	3	3
13-20 years	65	52	30	25	22	10	5	2	3	4
Occupation of family head										
Executive, professional	81	55	48	33	28	17	8	2	4	5
Clerical, sales, service	73	68	47	51	31	17	10	2	3	5
Craftsman, laborer	57	53	31	28	19	11	5	2	3	4
Farmer	37	58	14	21	9	6	2	1	1	2
Unclassified	72	75	58	61	27	24	4	2	3	6
Education of family head										
Grammar school	48	61	33	34	19	11	4	2	2	4
Some high school	69	54	32	36	22	14	7	2	3	5
Some college	80	61	48	34	26	21	11	3	4	5
Age of housewife										
Under 35 years	47	40	17	15	12	6	4	1	2	3
35-44 years	53	44	25	22	17	12	6	1	2	4
45 years and over	73	79	51	54	29	20	7	3	4	6

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 10.--Canned juices: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}--Continued

Item	Grape		Pineapple		Prune		Tomato		All canned juices ^{2/}	
	1950	1953	1950	1953	1950	1953	1950	1953	1950	1953
	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}
United States	9	11	41	50	18	16	65	75	296	297
Geographic region										
Northeast	9	10	68	73	33	31	86	88	418	367
North Central	7	8	27	34	12	11	54	64	262	264
South	5	9	18	28	6	6	33	47	156	208
Mountain and Southwest	12	15	43	58	16	18	73	85	283	318
Pacific	17	20	58	72	17	17	104	126	382	392
Size of community										
Farm	3	7	15	26	5	4	26	36	124	177
City (Population)										
Under 10,000	7	8	29	34	11	14	49	66	251	260
10,000-99,999	8	11	40	44	17	18	85	73	327	306
100,000-499,999	13	15	56	62	23	16	80	86	367	332
500,000 and over	14	14	72	75	33	27	100	106	456	392
Family income										
Upper	9	12	44	50	18	16	80	88	337	310
Upper middle	7	9	47	49	21	19	64	73	303	293
Lower middle	9	11	40	50	18	16	60	70	289	283
Lower	9	10	32	50	12	14	52	68	246	304
Size of family										
1 and 2 members	14	18	59	79	30	32	94	104	469	496
3 members	10	12	48	52	26	19	73	87	330	335
4 and 5 members	8	10	40	47	14	15	65	65	286	254
6 and over	5	6	25	31	8	6	37	64	166	195
Presence of children ^{4/}										
No children	11	16	55	69	28	28	86	98	410	440
Under 6 years	10	8	44	38	19	10	67	58	291	213
6-12 years	8	9	45	40	14	11	65	61	292	217
13-20 years	8	6	38	38	12	11	65	68	280	240
Occupation of family head										
Executive, professional	11	13	65	61	18	15	111	92	444	348
Clerical, sales, service	9	10	53	59	26	26	80	85	377	353
Craftsman, laborer	8	10	39	45	19	17	57	75	274	272
Farmer	3	6	13	27	3	4	23	32	114	170
Unclassified	22	18	44	59	25	20	83	83	379	377
Education of family head										
Grammar school	6	9	30	41	15	15	50	70	235	271
Some high school	10	12	45	56	21	18	65	74	315	305
Some college	13	14	65	64	18	17	107	93	440	365
Age of housewife										
Under 35 years	9	7	37	37	14	9	56	60	232	205
35-44 years	8	11	40	50	17	15	59	67	263	255
45 years and over	9	13	44	56	19	21	73	89	349	376

^{1/} These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

^{2/} Includes purchases of other canned juices.

^{3/} Equivalent cases of No. 2 cans, 432 ounces per case.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	51.9	50.9	33.3	28.3	28.1	24.4	69.8	67.2
Geographic region								
Northeast	62.3	60.1	55.7	46.9	33.1	27.0	80.4	75.6
North Central	62.0	63.8	29.7	23.1	28.8	24.0	75.0	73.6
South	18.2	17.5	28.7	33.2	21.9	23.5	48.4	52.1
Mountain and Southwest	43.6	44.4	18.1	14.0	27.8	23.4	63.6	57.4
Pacific	68.8	67.5	2.4	1.8	24.2	22.3	72.4	69.7
Size of community								
Farm	33.0	35.3	19.5	21.2	24.3	23.9	54.5	56.7
City (Population)								
Under 10,000	44.6	42.3	27.2	23.2	28.5	26.0	64.9	62.1
10,000-99,999	57.8	53.3	39.0	30.4	28.3	23.4	76.2	70.3
100,000-499,999	54.7	52.8	39.6	33.8	27.5	24.0	74.9	69.5
500,000 and over	69.6	65.3	44.9	32.8	30.7	24.4	81.4	75.3
Family income								
Upper	55.3	56.8	37.5	30.6	27.4	26.4	74.3	73.5
Upper middle	55.7	54.1	33.3	29.2	30.2	25.7	73.3	70.6
Lower middle	52.4	50.8	33.0	27.7	30.6	24.4	70.3	66.5
Lower	44.5	41.3	29.8	25.8	24.4	21.1	61.7	57.9
Size of family								
1 and 2 members	49.4	47.1	32.0	25.7	24.9	19.8	66.0	62.6
3 members	51.1	48.5	34.0	29.7	29.5	25.6	71.7	67.1
4 and 5 members	55.7	57.9	36.0	31.4	30.4	27.9	73.9	73.3
6 and over	48.2	45.5	27.1	24.8	26.4	25.4	63.0	63.2
Presence of children ^{2/}								
No children	50.0	48.4	32.9	26.2	26.6	21.8	67.8	64.1
Under 6 years	55.7	53.6	35.9	29.8	30.4	28.5	72.2	69.9
6-12 years	55.3	54.3	34.5	29.6	30.0	27.4	72.5	70.7
13-20 years	49.3	50.1	30.3	30.1	27.0	23.9	67.4	68.6
Occupation of family head								
Executive, professional	60.7	59.1	39.9	32.0	30.5	24.1	79.2	73.4
Clerical, sales, service	54.0	50.0	37.4	29.6	29.3	25.7	72.2	66.7
Craftsman, laborer	55.8	54.3	34.9	28.3	28.3	25.7	72.1	69.7
Farmer	33.3	34.4	18.1	18.6	23.7	22.8	53.7	55.0
Unclassified	48.6	45.1	33.0	30.1	28.1	21.1	66.7	63.0
Education of family head								
Grammar school	46.7	45.8	28.7	26.2	26.5	23.7	64.5	63.7
Some high school	54.4	54.2	34.6	29.1	29.8	24.9	72.2	69.1
Some college	60.8	59.0	43.2	33.3	29.2	25.9	79.1	73.8
Age of housewife								
Under 35 years	53.2	48.9	32.1	25.8	29.2	27.6	70.7	63.9
35-44 years	54.1	55.6	34.2	30.3	29.4	26.0	71.7	70.6
45 years and over	50.2	48.9	33.3	28.1	27.0	22.6	68.4	66.5

Continued

Table 11.--Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, April-September 1950 and April-September 1953--Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1950	1953	1950	1953	1950	1953	1950	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	36.5	40.1	64.3	62.1	6.4	5.9	82.8	82.5
Geographic region								
Northeast	46.4	46.9	69.0	64.3	6.3	6.8	88.3	87.5
North Central	35.3	42.9	64.4	61.9	8.6	7.0	86.7	86.0
South	23.7	28.7	60.6	65.5	4.4	4.7	71.0	75.5
Mountain and Southwest	28.7	29.2	62.5	59.4	8.3	6.3	78.5	75.9
Pacific	45.8	49.0	59.7	53.7	2.1	3.3	82.7	81.7
Size of community								
Farm	22.4	24.4	56.6	58.6	2.7	2.1	73.4	75.7
City (Population)								
Under 10,000	31.3	32.1	59.5	60.0	4.0	3.7	79.2	79.2
10,000-99,999	38.4	42.3	71.1	62.2	7.6	5.7	87.8	83.4
100,000-499,999	42.6	47.5	73.4	65.5	13.3	10.0	86.7	84.8
500,000 and over	49.1	51.1	68.6	64.0	8.8	7.8	89.5	87.7
Family income								
Upper	44.4	47.6	70.5	68.6	9.2	8.6	87.1	88.0
Upper middle	39.7	39.5	67.8	65.7	6.8	6.6	84.9	84.8
Lower middle	32.2	35.7	61.8	56.8	5.8	5.7	82.8	80.9
Lower	30.2	37.5	57.7	57.2	4.1	2.8	76.6	76.1
Size of family								
1 and 2 members	41.1	45.3	64.7	62.4	6.7	6.7	82.1	81.5
3 members	35.8	40.1	64.8	62.8	7.0	4.8	83.4	83.2
4 and 5 members	37.0	39.4	66.6	64.1	6.2	6.9	85.2	85.4
6 and over	24.7	27.2	55.7	54.7	5.3	3.1	75.5	75.9
Presence of children ^{2/}								
No children	42.0	45.6	66.3	64.1	6.6	5.9	83.0	82.2
Under 6 years	32.8	32.0	60.3	57.9	6.0	5.2	82.7	81.1
6-12 years	30.6	33.1	63.9	60.0	6.5	6.0	83.5	82.3
13-20 years	30.8	36.5	62.7	62.6	6.4	5.6	80.3	82.4
Occupation of family head								
Executive, professional	50.1	50.3	73.5	67.9	11.6	9.4	89.8	88.0
Clerical, sales, service	42.8	44.9	68.8	63.5	7.8	8.0	85.1	83.6
Craftsman, laborer	33.4	34.9	60.8	60.4	5.5	5.1	82.7	82.3
Farmer	21.6	25.7	55.4	59.0	2.4	2.2	72.5	74.1
Unclassified	36.5	45.9	68.1	59.3	4.9	3.7	83.3	80.9
Education of family head								
Grammar school	29.8	34.7	59.1	59.6	3.7	3.5	78.4	80.0
Some high school	38.7	42.4	66.0	63.5	7.3	6.9	84.7	83.5
Some college	49.8	51.5	74.8	66.7	12.0	11.3	90.5	88.0
Age of housewife								
Under 35 years	28.9	27.3	57.9	51.9	7.0	4.6	80.8	75.9
35-44 years	33.2	37.4	64.6	64.6	7.4	6.4	83.2	85.2
45 years and over	41.1	45.7	66.6	64.1	5.7	6.2	83.2	83.2

^{1/} Includes purchases of Texas oranges.

^{2/} Classifications in this section are not mutually exclusive, therefore, some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 12.--Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953
	Number	Number	Number	Number	Number	Number	Number	Number
United States	6.3	6.6	5.3	4.9	3.5	3.1	8.8	8.2
Geographic region								
Northeast	6.8	7.1	6.5	6.0	3.8	3.4	11.4	10.6
North Central	6.3	6.8	4.3	3.5	3.2	2.7	8.2	7.9
South	3.4	3.5	4.4	4.7	3.9	3.3	5.7	5.7
Mountain and Southwest	5.4	6.0	3.0	2.6	3.1	3.2	6.9	7.0
Pacific	7.5	6.9	2.6	1.0	3.1	2.6	8.3	7.5
Size of community								
Farm	4.4	5.1	3.5	3.7	2.8	2.8	5.3	5.8
City (Population)								
Under 10,000	5.3	5.8	4.6	3.9	3.7	3.2	7.4	6.8
10,000-99,999	5.8	5.9	4.7	4.8	3.6	2.9	8.3	7.5
100,000-499,999	7.0	6.5	4.8	5.1	4.1	3.1	9.6	8.6
500,000 and over	7.7	7.8	6.6	5.8	3.5	3.2	11.6	10.3
Family income								
Upper	6.1	6.9	5.2	5.2	3.6	3.3	8.6	8.7
Upper middle	6.5	6.5	5.2	4.6	3.2	3.2	8.8	8.1
Lower middle	6.8	6.9	6.2	4.9	3.9	2.8	9.8	8.4
Lower	5.9	5.9	4.4	4.8	3.2	3.0	8.0	7.5
Size of family								
1 and 2 members	6.1	6.4	5.1	5.0	2.9	2.7	8.3	7.7
3 members	6.0	6.2	5.5	4.4	3.2	2.8	8.4	7.5
4 and 5 members	6.7	6.9	5.1	5.2	3.9	3.2	9.3	9.0
6 and over	6.4	7.1	5.8	4.5	4.0	4.0	9.3	8.5
Presence of children ^{2/}								
No children	6.3	6.3	5.4	5.1	3.2	2.9	8.7	7.9
Under 6 years	6.7	6.6	5.3	4.7	3.7	3.2	9.5	8.5
6-12 years	6.5	7.0	5.2	4.8	3.4	3.3	8.9	8.7
13-20 years	6.3	7.0	5.0	4.6	3.7	3.5	8.4	8.5
Occupation of family head								
Executive, professional	6.6	6.5	5.9	4.6	3.8	3.4	9.6	8.4
Clerical, sales, service	6.7	6.8	6.2	5.6	3.4	3.1	9.7	8.8
Craftsman, laborer	6.7	7.0	5.1	4.9	3.7	3.1	9.3	8.7
Farmer	4.3	5.2	3.5	3.6	2.8	2.8	5.3	5.7
Unclassified	5.6	5.9	3.6	5.1	3.5	2.4	7.6	7.5
Education of family head								
Grammar school	6.2	6.6	5.0	4.9	3.3	3.3	8.2	8.0
Some high school	6.3	6.4	5.1	4.7	3.7	2.9	8.8	8.1
Some college	6.8	7.0	6.1	5.3	3.5	2.8	10.0	9.0
Age of housewife								
Under 35 years	6.0	6.0	4.6	4.9	3.8	3.1	8.3	7.9
35-44 years	6.7	6.8	5.3	4.5	3.9	3.2	9.3	8.5
45 years and over	6.3	6.7	5.5	5.1	3.1	3.0	8.7	8.2

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 12.--Fresh citrus fruit: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953--Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1950	1953	1950	1953	1950	1953	1950	1953
	Number	Number	Number	Number	Number	Number	Number	Number
United States	4.6	4.8	5.5	5.4	1.8	1.6	13.9	13.2
Geographic region								
Northeast	5.2	5.4	5.7	5.4	1.8	1.4	17.7	16.1
North Central	4.2	4.4	4.3	4.3	1.4	1.6	12.2	12.2
South	3.8	4.8	7.2	7.2	2.8	2.1	11.5	12.1
Mountain and Southwest	4.0	4.3	6.1	5.3	1.9	2.0	12.1	11.3
Pacific	4.8	4.6	5.3	4.4	1.6	1.0	13.8	12.1
Size of community								
Farm	3.8	4.3	5.2	5.1	1.4	2.3	9.2	9.7
City (Population)								
Under 10,000	4.1	4.4	5.1	5.5	1.8	1.5	11.6	11.4
10,000-99,999	4.2	4.5	5.1	5.2	2.0	1.6	13.4	12.6
100,000-499,999	4.3	4.9	6.0	5.5	1.8	1.8	15.7	14.3
500,000 and over	5.3	5.2	6.2	5.5	1.7	1.5	18.4	16.1
Family income								
Upper	4.7	4.8	5.6	5.6	2.0	1.8	14.5	14.4
Upper middle	4.5	4.9	5.8	5.3	1.6	1.7	14.5	13.2
Lower middle	4.4	4.8	5.4	5.3	1.5	1.4	14.2	12.8
Lower	4.5	4.7	5.4	5.5	1.9	1.5	12.3	12.2
Size of family								
1 and 2 members	5.1	5.5	5.8	5.5	1.5	1.5	13.9	13.3
3 members	4.4	4.6	5.8	5.6	2.3	1.8	13.8	12.6
4 and 5 members	4.2	4.3	5.2	5.2	1.6	1.7	14.1	13.7
6 and over	4.2	4.2	5.4	5.3	1.7	1.6	13.2	12.5
Presence of children ^{2/}								
No children	5.2	5.4	6.1	5.8	1.7	1.4	14.8	13.8
Under 6 years	3.8	4.0	4.7	4.7	1.9	1.8	13.3	12.4
6-12 years	3.7	4.0	5.0	4.8	1.5	1.9	13.1	12.8
13-20 years	4.0	4.3	5.4	5.4	2.2	1.6	13.0	13.2
Occupation of family head								
Executive, professional	4.7	5.1	5.7	5.0	2.0	1.9	16.1	14.0
Clerical, sales, service	4.6	5.2	6.2	6.0	1.9	1.7	15.7	14.6
Craftsman, laborer	4.6	4.1	5.3	5.2	1.6	1.3	13.9	13.0
Farmer	3.9	4.2	5.1	5.4	1.5	1.4	9.1	10.0
Unclassified	4.8	5.4	5.3	5.6	1.4	1.8	12.6	13.2
Education of family head								
Grammar school	4.5	4.6	5.2	5.2	1.6	1.3	12.5	12.3
Some high school	4.4	4.6	5.6	5.5	2.1	1.5	14.0	13.4
Some college	4.9	5.5	6.1	5.7	1.6	2.1	16.7	15.4
Age of housewife								
Under 35 years	3.8	3.4	4.4	4.3	1.8	1.8	11.9	10.9
35-44 years	4.0	4.2	5.2	5.0	1.9	1.8	13.9	12.9
45 years and over	5.0	5.3	6.1	5.9	1.6	1.5	14.6	14.1

1/ Includes purchases of Texas oranges.

2/ Classifications in this section are not mutually exclusive, therefore, some families are included in two or more groups.

Source: National Consumer Panel of Marketing Research Corporation of America.

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	5.82	7.13	4.97	5.29	2.97	3.13	8.02	8.82
Geographic region								
Northeast	6.15	6.84	6.24	6.48	3.17	3.08	10.42	10.61
North Central	5.63	7.18	4.06	4.03	2.82	2.85	7.43	8.44
South	2.70	2.96	3.78	5.04	2.94	2.77	4.66	5.46
Mountain and Southwest	4.74	6.26	2.41	2.56	2.43	4.05	5.71	7.46
Pacific	8.02	10.20	1.82	.56	3.45	3.80	8.87	11.11
Size of community								
Farm	4.13	6.08	3.66	4.36	2.41	2.84	5.03	6.68
City (Population)								
Under 10,000	4.86	5.92	4.26	4.43	3.04	2.78	6.58	6.91
10,000-99,999	5.22	5.93	4.58	5.38	3.14	2.77	7.55	7.76
100,000-499,999	6.54	7.34	4.36	5.52	3.97	3.58	8.94	9.61
500,000 and over	7.09	8.42	6.15	5.98	2.87	3.46	10.58	11.05
Family income								
Upper	5.90	7.83	5.13	5.79	3.29	3.52	8.28	9.78
Upper middle	6.26	7.14	4.95	5.29	2.83	3.11	8.28	8.85
Lower middle	6.05	7.17	5.83	5.26	3.20	3.17	8.73	8.88
Lower	4.95	6.10	3.84	4.73	2.53	2.56	6.64	7.44
Size of family								
1 and 2 members	4.89	5.99	4.24	4.66	2.15	2.32	6.66	7.22
3 members	5.37	6.23	5.14	4.52	2.78	2.51	7.52	7.49
4 and 5 members	6.34	7.58	4.96	6.15	3.45	3.04	8.71	9.84
6 and over	7.35	10.56	6.72	5.69	3.67	6.25	10.24	12.42
Presence of children ^{2/}								
No children	5.28	6.04	4.71	4.96	2.50	2.55	7.20	7.51
Under 6 years	6.70	7.94	5.60	5.46	3.39	3.98	9.50	10.11
6-12 years	6.63	8.27	5.37	5.80	2.93	4.02	8.94	10.40
13-20 years	6.00	8.43	4.94	5.45	3.26	3.95	8.02	9.99
Occupation of family head								
Executive, professional	6.20	7.59	5.68	4.89	3.38	3.74	9.04	9.54
Clerical, sales, service	5.61	6.16	5.68	5.59	2.74	2.58	8.34	8.11
Craftsman, laborer	6.45	7.77	4.87	5.59	3.25	3.50	8.74	9.67
Farmer	4.21	6.64	3.60	3.94	2.36	2.86	5.04	6.76
Unclassified	4.52	5.99	3.06	5.51	2.53	2.02	6.02	7.63
Education of family head								
Grammar school	5.65	6.97	4.76	5.48	2.79	3.33	7.48	8.55
Some high school	5.77	6.78	4.81	4.98	3.13	2.78	8.05	8.47
Some college	6.27	8.22	5.55	5.45	3.11	3.26	9.11	10.21
Age of housewife								
Under 35 years	6.31	6.51	4.62	5.32	3.42	3.46	8.37	8.66
35-44 years	6.22	7.96	5.19	5.00	3.49	3.40	8.74	9.74
45 years and over	5.10	6.83	4.96	5.46	2.48	2.82	7.47	8.34

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 13.--Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953--Continued

Item	All		Lemons		Limes		All	
	grapefruit						fresh citrus	
	1950	1953	1950	1953	1950	1953	1950	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	1.35	1.70	2.96	3.06	1.11	1.00	9.76	10.40
Geographic region								
Northeast	1.37	1.66	2.60	2.50	.82	.68	12.34	11.94
North Central	1.29	1.62	2.08	2.30	.81	.82	8.59	9.76
South	1.11	1.71	4.72	4.92	2.44	1.69	7.73	8.79
Mountain and Southwest	1.26	1.76	3.30	3.04	1.27	1.74	7.87	8.84
Pacific	1.75	1.90	3.08	2.46	1.13	.42	11.01	12.29
Size of community								
Farm	1.45	2.06	3.47	3.22	.90	1.94	6.89	8.21
City (Population)								
Under 10,000	1.30	1.65	2.77	3.31	1.28	.99	8.07	8.64
10,000-99,999	1.13	1.53	2.61	2.95	1.15	.83	9.27	9.57
100,000-499,999	1.12	1.67	3.32	3.41	1.46	1.22	11.33	11.60
500,000 and over	1.48	1.68	2.83	2.62	.88	.74	12.71	12.47
Family income								
Upper	1.42	1.75	2.99	3.21	1.11	1.09	10.33	11.73
Upper middle	1.26	1.78	3.01	3.02	1.08	1.10	10.24	10.65
Lower middle	1.39	1.62	2.90	2.88	1.19	.81	10.22	10.09
Lower	1.31	1.62	2.91	3.12	1.01	.89	8.12	8.84
Size of family								
1 and 2 members	1.46	1.80	2.90	2.85	.87	.93	8.46	8.81
3 members	1.19	1.65	3.06	3.24	1.46	1.12	9.49	9.35
4 and 5 members	1.30	1.58	2.74	3.02	.97	.97	10.35	11.54
6 and over	1.52	1.80	3.63	3.54	1.44	1.39	11.83	13.60
Presence of children ^{2/}								
No children	1.55	1.79	3.13	3.17	1.00	.84	9.33	9.38
Under 6 years	1.11	1.47	2.59	2.65	1.12	1.11	10.72	11.27
6-12 years	1.12	1.53	2.79	2.78	1.04	1.19	10.41	11.67
13-20 years	1.24	1.77	3.14	3.43	1.43	1.09	9.79	11.79
Occupation of family head								
Executive, professional	1.30	1.72	2.82	2.63	1.09	1.20	11.16	11.12
Clerical, sales, service	1.25	1.73	3.11	3.30	1.28	1.02	10.35	10.01
Craftsman, laborer	1.40	1.47	2.83	3.06	1.05	.78	10.35	11.11
Farmer	1.50	1.97	3.38	3.51	.93	1.22	6.79	8.53
Unclassified	1.42	1.96	2.64	3.02	.84	.97	7.65	9.32
Education of family head								
Grammar school	1.37	1.77	2.99	3.11	1.05	.92	8.99	9.95
Some high school	1.25	1.58	2.83	3.09	1.36	.80	9.78	10.24
Some college	1.44	1.75	3.09	2.87	.87	1.35	11.43	11.95
Age of housewife								
Under 35 years	1.07	1.31	2.37	2.39	1.18	1.21	9.51	9.48
35-44 years	1.19	1.46	2.74	2.76	1.21	1.11	10.27	10.90
45 years and over	1.49	1.88	3.26	3.40	1.00	.89	9.56	10.40

1/ Includes purchases of Texas oranges.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 14.--Fresh citrus fruit: Average price paid per dozen by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges ^{1/}	
	1950	1953	1950	1953	1950	1953	1950	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	45.6	38.9	47.1	38.6	45.4	38.2	46.0	38.7
Geographic region								
Northeast	47.0	46.6	46.5	40.7	46.7	45.5	46.8	44.2
North Central	46.7	39.3	48.7	38.5	46.3	37.5	47.0	39.0
South	48.1	41.5	45.7	33.7	44.8	38.9	46.0	36.3
Mountain and Southwest	48.2	39.8	52.8	40.1	48.5	31.2	48.8	38.1
Pacific	38.7	26.9	50.7	67.6	36.3	29.2	38.6	27.2
Size of community								
Farm	47.5	37.6	47.0	36.2	45.0	39.1	46.9	37.5
City (Population)								
Under 10,000	49.6	41.2	48.8	35.9	47.3	41.0	48.9	39.9
10,000-99,999	47.0	40.6	49.1	38.7	47.0	40.9	47.7	40.1
100,000-499,999	43.9	37.6	47.2	38.0	44.8	33.4	45.0	37.2
500,000 and over	43.4	38.5	45.8	40.7	43.3	38.1	44.2	39.0
Family income								
Upper	46.3	39.2	47.4	39.0	45.6	38.8	46.6	39.1
Upper middle	45.2	38.0	47.7	37.8	44.5	39.9	45.8	38.2
Lower middle	45.4	40.3	46.2	38.9	46.2	33.5	45.8	39.0
Lower	45.5	37.5	47.2	38.6	45.2	41.7	45.9	38.3
Size of family								
1 and 2 members	47.0	39.9	48.8	40.1	48.4	43.1	47.8	40.3
3 members	46.2	40.5	47.4	38.2	45.4	38.8	46.6	39.6
4 and 5 members	45.3	39.4	46.7	38.5	44.3	40.0	45.5	39.3
6 and over	42.8	33.9	44.7	35.9	45.0	31.1	43.7	33.7
Presence of children ^{2/}								
No children	46.8	40.1	48.3	39.8	47.8	42.9	47.4	40.3
Under 6 years	42.7	37.4	46.0	39.0	42.4	33.3	43.7	37.1
6-12 years	43.6	37.9	45.9	37.8	45.3	34.1	44.5	37.3
13-20 years	46.9	38.4	46.6	36.7	45.3	36.7	46.6	37.8
Occupation of family head								
Executive, professional	43.8	36.0	46.4	39.3	45.6	39.5	45.0	37.3
Clerical, sales, service	48.1	43.3	46.7	39.6	45.9	41.8	47.3	42.0
Craftsman, laborer	44.9	39.5	47.3	38.6	45.0	36.0	45.6	38.8
Farmer	46.2	34.8	48.0	37.0	44.9	36.2	46.4	35.5
Unclassified	46.3	39.0	49.3	36.7	46.5	42.3	47.1	38.5
Education of family head								
Grammar school	47.0	40.1	47.0	36.9	45.1	38.0	46.7	39.0
Some high school	44.6	39.2	46.8	39.1	45.6	39.5	45.4	39.2
Some college	44.5	35.8	47.6	41.7	45.7	36.4	45.8	37.3
Age of housewife								
Under 35 years	42.4	38.8	47.1	40.4	44.2	32.7	43.9	38.1
35-44 years	45.2	37.7	45.6	38.2	44.5	37.5	45.2	37.8
45 years and over	47.3	39.7	48.0	38.3	46.9	41.4	47.5	39.6

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 14.--Fresh citrus fruit: Average price paid per dozen by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953--Continued

Item	All grapefruit		Lemons		Limes	
	1950	1953	1950	1953	1950	1953
	Cents	Cents	Cents	Cents	Cents	Cents
United States	111.6	96.3	42.8	44.9	31.7	38.5
Geographic region						
Northeast	122.7	109.3	46.2	52.6	41.4	51.5
North Central	114.1	98.6	48.6	52.1	35.5	48.5
South	112.0	92.8	37.5	37.9	24.6	29.1
Mountain and Southwest	109.6	84.1	41.8	42.3	24.1	21.9
Pacific	80.7	77.0	37.8	40.4	33.6	58.1
Size of community						
Farm	104.1	90.4	42.0	43.8	33.7	29.7
City (Population)						
Under 10,000	114.6	93.7	43.3	44.4	27.0	42.1
10,000-99,999	118.5	95.5	43.7	44.6	36.9	41.8
100,000-499,999	124.6	98.7	41.4	42.2	25.8	34.2
500,000 and over	107.7	98.7	43.3	48.4	36.4	45.1
Family income						
Upper	116.4	98.1	43.5	45.4	36.8	40.6
Upper middle	111.6	96.0	43.2	45.5	28.7	35.2
Lower middle	108.4	94.9	42.9	44.7	25.3	38.6
Lower	108.3	95.5	41.4	43.7	35.2	40.1
Size of family						
1 and 2 members	114.5	99.5	42.6	45.3	34.7	39.0
3 members	115.2	91.9	42.7	44.3	30.2	39.6
4 and 5 members	109.5	93.5	43.4	45.5	32.4	39.0
6 and over	100.5	102.3	42.0	43.4	28.0	31.9
Presence of children ^{2/}						
No children	113.5	99.0	42.3	45.0	33.0	40.8
Under 6 years	107.3	95.6	43.0	44.2	34.4	36.4
6-12 years	105.0	91.1	43.1	44.4	27.9	36.8
13-20 years	110.5	93.4	43.0	44.5	31.4	36.1
Occupation of family head						
Executive, professional	113.6	100.3	44.1	45.8	36.7	35.4
Clerical, sales, service	114.1	103.6	41.7	45.5	26.3	36.6
Craftsman, laborer	111.7	93.0	43.2	44.7	31.2	44.0
Farmer	103.1	84.4	41.8	43.4	35.6	32.5
Unclassified	110.5	92.9	43.8	44.5	34.6	47.0
Education of family head						
Grammar school	112.3	94.6	42.7	44.8	31.9	37.1
Some high school	109.4	95.8	42.6	44.7	29.1	47.1
Some college	113.5	100.6	43.3	45.4	35.9	32.7
Age of housewife						
Under 35 years	104.8	90.2	42.7	43.2	33.2	30.7
35-44 years	111.9	97.3	43.0	45.3	30.2	36.3
45 years and over	112.9	96.8	42.7	45.0	32.1	42.6

^{1/} Includes purchases of Texas oranges.

^{2/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}

Item	California-Arizona oranges		Florida oranges		Unidentified oranges		All oranges ^{2/}	
	1950	1953	1950	1953	1950	1953	1950	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	826	1,024	452	424	228	216	1,529	1,673
Geographic region								
Northeast	1,035	1,167	940	863	284	236	2,266	2,275
North Central	981	1,336	338	272	228	200	1,566	1,813
South	121	133	268	430	159	168	557	732
Mountain and Southwest	585	804	123	103	192	273	1,028	1,238
Pacific	1,712	2,100	14	3	260	258	1,995	2,362
Size of community								
Farm	323	538	170	232	139	170	651	949
City (Population)								
Under 10,000	597	729	319	299	239	210	1,176	1,248
10,000-99,999	925	940	548	486	272	193	1,765	1,622
100,000-499,999	1,040	1,121	502	540	318	248	1,945	1,933
500,000 and over	1,385	1,590	776	566	247	244	2,417	2,406
Family income								
Upper	794	1,154	468	459	219	241	1,496	1,864
Upper middle	925	1,026	437	410	226	213	1,609	1,660
Lower middle	881	987	534	395	272	210	1,705	1,599
Lower	688	888	358	431	193	190	1,279	1,521
Size of family								
1 and 2 members	1,273	1,526	714	648	281	248	2,312	2,440
3 members	897	1,003	571	446	269	214	1,762	1,670
4 and 5 members	799	1,000	404	440	237	194	1,456	1,645
6 and over	510	698	262	205	139	231	928	1,140
Presence of children ^{3/}								
No children	1,092	1,310	641	584	274	249	2,043	2,159
Under 6 years	1,007	834	543	318	278	222	1,850	1,383
6-12 years	933	912	472	349	224	224	1,650	1,494
13-20 years	717	878	363	341	214	196	1,313	1,424
Occupation of family head								
Executive, professional	1,109	1,257	668	438	304	252	2,111	1,961
Clerical, sales, service	899	943	630	507	239	203	1,786	1,656
Craftsman, laborer	911	1,081	430	406	233	230	1,594	1,727
Farmer	330	583	153	187	131	166	635	949
Unclassified	886	1,066	406	652	287	168	1,617	1,895
Education of family head								
Grammar school	689	889	356	400	193	220	1,259	1,518
Some high school	864	1,026	458	405	257	193	1,602	1,636
Some college	1,156	1,461	726	546	275	254	2,183	2,267
Age of housewife								
Under 35 years	837	729	370	314	249	219	1,475	1,267
35-44 years	784	1,042	414	357	239	208	1,461	1,618
45 years and over	850	1,154	518	530	210	220	1,602	1,916

Continued

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.--Fresh citrus fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}--Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1950	1953	1950	1953	1950	1953	1950	1953
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
United States	134	192	520	537	19	17	2,206	2,421
Geographic region								
Northeast	172	221	484	455	14	13	2,944	2,967
North Central	128	202	377	415	20	17	2,091	2,446
South	65	126	707	829	26	20	1,355	1,708
Mountain and Southwest	102	149	585	523	30	32	1,750	1,941
Pacific	249	285	571	402	7	4	2,828	3,065
Size of community								
Farm	78	126	467	473	6	10	1,202	1,559
City (Population)								
Under 10,000	112	154	455	578	14	11	1,760	1,992
10,000-99,999	133	192	569	546	27	14	2,495	2,375
100,000-499,999	139	229	708	646	57	35	2,855	2,846
500,000 and over	205	248	544	485	22	17	3,195	3,161
Family income								
Upper	153	216	513	571	25	24	2,189	2,677
Upper middle	133	186	541	528	19	19	2,306	2,399
Lower middle	125	156	497	442	19	13	2,351	2,211
Lower	123	214	525	628	13	9	1,944	2,373
Size of family								
1 and 2 members	317	441	989	960	31	33	3,656	3,879
3 members	139	220	648	676	33	18	2,586	2,586
4 and 5 members	109	142	413	441	14	15	1,995	2,245
6 and over	54	71	291	281	11	6	1,285	1,500
Presence of children ^{3/}								
No children	268	366	856	910	27	22	3,201	3,462
Under 6 years	98	92	421	301	18	11	2,388	1,789
6-12 years	88	103	454	340	17	15	2,212	1,952
13-20 years	93	135	477	447	22	13	1,908	2,019
Occupation of family head								
Executive, professional	191	242	613	501	38	32	2,956	2,743
Clerical, sales, service	158	238	635	641	30	25	2,615	2,561
Craftsman, laborer	118	131	435	474	15	10	2,166	2,345
Farmer	76	129	439	528	5	7	1,157	1,613
Unclassified	209	354	724	706	16	14	2,569	2,969
Education of family head								
Grammar school	107	171	461	517	10	9	1,840	2,217
Some high school	133	187	516	549	27	15	2,282	2,389
Some college	217	271	700	577	31	46	3,135	3,167
Age of housewife								
Under 35 years	77	82	342	284	21	13	1,917	1,647
35-44 years	92	128	413	419	21	17	1,991	2,185
45 years and over	192	296	680	755	18	19	2,496	2,988

^{1/} These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month periods.

^{2/} Includes purchases of Texas oranges.

^{3/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Prunes		Apricots		Peaches		Mixed fruits	
	1950	1953	1950	1953	1950	1953	1950	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
United States	33.9	32.1	10.1	6.3	5.6	4.2	3.2	1.7
Geographic region								
Northeast	35.4	33.6	13.0	7.4	2.4	1.6	5.2	1.9
North Central	36.3	33.1	10.4	7.1	2.4	2.0	3.4	2.5
South	27.3	24.7	5.3	2.6	13.2	9.3	1.2	1.0
Mountain and Southwest	35.0	36.6	14.0	9.9	11.7	7.9	2.3	1.3
Pacific	34.2	34.5	6.7	5.3	3.3	2.7	1.8	1.6
Size of community								
Farm	26.7	27.5	6.1	3.9	8.0	5.4	2.0	1.1
City (Population)								
Under 10,000	31.8	30.0	9.3	6.8	6.1	5.3	2.0	1.6
10,000-99,999	40.5	32.7	12.4	7.2	4.4	3.4	2.5	1.3
100,000-499,999	38.5	33.9	11.8	6.9	8.0	4.8	2.7	2.0
500,000 and over	36.6	35.3	12.3	6.6	3.1	2.5	5.9	2.3
Family income								
Upper	35.4	33.4	13.2	8.9	4.5	3.7	4.1	1.6
Upper middle	32.6	32.4	10.7	5.4	5.0	4.9	2.6	1.7
Lower middle	34.5	30.3	8.9	6.6	6.3	3.8	3.0	1.9
Lower	33.0	32.2	8.0	4.1	6.5	4.4	3.2	1.7
Size of family								
1 and 2 members	33.1	31.5	8.9	6.6	4.1	4.0	3.3	2.0
3 members	32.3	33.5	10.3	5.6	7.4	4.4	2.9	1.3
4 and 5 members	36.8	32.7	11.4	6.5	4.7	4.1	3.9	1.3
6 and over	30.0	29.5	8.7	5.8	8.7	4.7	1.7	3.1
Presence of children ^{1/}								
No children	33.9	32.6	11.2	6.7	5.8	4.0	3.3	1.8
Under 6 years	33.0	30.6	8.7	5.5	5.4	4.2	3.2	1.5
6-12 years	34.3	31.5	10.0	5.0	6.7	4.7	3.2	1.9
13-20 years	32.0	32.3	9.7	6.6	6.0	4.7	3.5	1.6
Occupation of family head								
Executive, professional	37.7	34.1	14.3	9.0	4.2	3.5	3.0	1.6
Clerical, sales, service	37.6	34.0	11.5	6.2	6.1	4.6	3.8	1.8
Craftsman, laborer	31.7	31.1	9.5	6.3	5.3	4.1	3.3	1.7
Farmer	26.9	25.9	6.2	3.7	7.6	5.7	2.1	1.1
Unclassified	39.9	34.8	8.7	4.5	4.2	3.5	4.2	2.2
Education of family head								
Grammar school	31.7	30.6	8.8	5.5	6.1	4.5	3.4	1.8
Some high school	33.6	31.8	10.9	6.3	5.2	4.0	3.5	1.7
Some college	40.1	37.2	12.1	8.5	5.2	3.8	2.2	1.5
Age of housewife								
Under 35 years	29.0	24.6	7.2	5.2	5.0	5.2	3.4	1.2
35-44 years	34.3	31.3	10.1	5.8	6.5	3.9	3.8	2.1
45 years and over	35.4	34.9	11.2	6.8	5.3	4.0	2.9	1.7

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 17.--Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Prunes		Apricots		Peaches		Mixed fruits	
	1950	1953	1950	1953	1950	1953	1950	1953
	Number	Number	Number	Number	Number	Number	Number	Number
United States	2.8	2.9	1.9	1.8	2.0	1.9	1.4	1.2
Geographic region								
Northeast	3.3	3.4	2.1	1.8	2.0	2.0	1.4	1.1
North Central	2.3	2.6	1.7	1.6	2.0	1.3	1.4	1.1
South	3.0	3.0	2.1	2.7	1.9	2.3	1.6	1.1
Mountain and Southwest	2.7	2.8	1.7	1.8	2.2	1.5	1.4	1.6
Pacific	2.2	2.6	1.3	1.9	1.4	1.2	1.5	1.3
Size of community								
Farm	2.4	2.7	1.3	1.6	1.8	1.5	1.6	1.1
City (Population)								
Under 10,000	2.8	2.8	1.7	1.8	1.9	2.6	1.1	1.4
10,000-99,999	2.8	3.1	2.2	1.7	2.1	1.4	1.8	1.2
100,000-499,999	2.7	2.6	2.4	2.2	2.4	2.0	1.6	1.0
500,000 and over	3.0	3.2	1.9	1.8	1.8	1.6	1.4	1.2
Family income								
Upper	2.5	3.0	2.0	2.1	2.1	1.7	1.2	1.3
Upper middle	2.8	2.6	1.7	1.6	1.6	1.9	1.4	1.1
Lower middle	2.9	2.7	1.8	1.7	2.0	2.4	1.5	1.2
Lower	2.8	3.3	1.9	1.7	2.1	1.7	1.6	1.1
Size of family								
1 and 2 members	2.8	3.1	2.0	1.9	2.2	1.6	1.3	1.2
3 members	2.6	3.0	1.8	2.2	2.2	2.1	1.4	1.2
4 and 5 members	2.8	2.8	1.8	1.5	1.6	1.8	1.5	1.1
6 and over	2.9	2.4	1.7	1.8	1.9	2.4	1.4	1.2
Presence of children ^{1/}								
No children	2.9	3.4	1.8	2.0	2.1	1.8	1.4	1.2
Under 6 years	2.7	2.5	1.9	1.5	1.5	2.0	1.5	1.2
6-12 years	2.5	2.4	1.8	1.6	1.7	2.2	1.4	1.2
13-20 years	2.8	2.5	1.9	1.8	2.0	2.2	1.4	1.1
Occupation of family head								
Executive, professional	2.8	2.7	2.0	1.7	1.7	2.1	1.4	1.3
Clerical, sales, service	3.0	2.5	1.9	1.8	2.1	1.7	1.3	1.1
Craftsman, laborer	2.8	2.8	2.0	1.9	1.9	2.1	1.2	1.3
Farmer	2.2	2.8	1.3	1.5	1.9	1.4	1.8	1.0
Unclassified	2.8	4.0	1.6	2.0	2.3	1.9	2.1	1.1
Education of family head								
Grammar school	2.8	3.1	1.8	2.0	1.8	2.0	1.4	1.1
Some high school	2.6	2.7	2.0	1.8	2.0	1.8	1.3	1.3
Some college	3.0	2.8	1.8	1.7	2.3	1.8	1.6	1.2
Age of housewife								
Under 35 years	2.3	2.3	1.6	1.4	1.7	1.4	1.5	1.0
35-44 years	2.6	2.2	1.8	1.7	1.8	2.4	1.4	1.2
45 years and over	3.0	3.4	1.9	2.0	2.2	1.9	1.4	1.2

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 18.--Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Prunes		Apricots		Peaches		Mixed fruits	
	1950	1953	1950	1953	1950	1953	1950	1953
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States	4.0	4.2	1.6	1.4	1.8	1.6	1.5	1.0
Geographic region								
Northeast	4.9	4.7	1.7	1.3	1.8	1.6	1.5	1.0
North Central	3.3	3.6	1.4	1.2	1.8	1.0	1.4	1.0
South	4.3	4.2	1.8	2.1	1.9	2.1	1.7	1.0
Mountain and Southwest	3.6	4.1	1.5	1.6	2.1	1.2	1.4	1.3
Pacific	3.9	4.2	1.2	1.6	1.2	1.0	1.4	1.3
Size of community								
Farm	3.9	4.1	1.2	1.5	1.8	1.5	1.7	1.0
City (Population)								
Under 10,000	4.2	4.2	1.5	1.3	1.9	2.4	1.2	1.1
10,000-99,999	3.9	4.5	1.8	1.2	2.0	1.0	1.9	1.0
100,000-499,999	3.7	3.7	1.2	1.6	2.1	1.6	1.6	1.0
500,000 and over	4.2	4.4	1.6	1.4	1.5	1.1	1.4	1.1
Family income								
Upper	3.8	4.2	1.7	1.7	2.0	1.4	1.2	1.2
Upper middle	4.0	3.8	1.4	1.2	1.4	1.7	1.5	1.0
Lower middle	4.3	3.6	1.5	1.4	1.8	2.2	1.6	1.0
Lower	4.0	5.1	1.6	1.2	2.1	1.3	1.7	1.0
Size of family								
1 and 2 members	4.0	4.5	1.7	1.5	2.0	1.3	1.4	1.0
3 members	3.6	4.3	1.5	1.6	2.0	2.0	1.5	1.2
4 and 5 members	4.2	4.0	1.5	1.2	1.5	1.4	1.5	1.0
6 and over	4.6	3.5	1.8	1.4	2.0	2.5	1.9	1.0
Presence of children ^{1/}								
No children	4.1	5.0	1.6	1.5	2.0	1.6	1.5	1.1
Under 6 years	3.8	3.6	1.5	1.2	1.4	1.6	1.6	1.0
6-12 years	3.8	3.5	1.5	1.3	1.7	1.9	1.4	1.0
13-20 years	4.4	3.5	1.7	1.4	1.9	1.8	1.5	1.0
Occupation of family head								
Executive, professional	4.0	3.8	1.6	1.3	1.5	2.1	1.4	1.0
Clerical, sales, service	4.1	3.7	1.6	1.4	1.9	1.4	1.4	1.0
Craftsman, laborer	4.0	3.9	1.7	1.5	1.8	1.7	1.2	1.1
Farmer	3.7	4.5	1.1	1.2	1.9	1.5	1.9	1.0
Unclassified	4.3	6.1	1.6	1.6	2.2	1.6	2.2	1.2
Education of family head								
Grammar school	4.2	4.6	1.6	1.5	1.8	1.8	1.6	1.0
Some high school	3.6	3.7	1.7	1.4	1.8	1.4	1.3	1.0
Some college	4.4	4.1	1.5	1.4	2.0	1.5	1.6	1.0
Age of housewife								
Under 35 years	3.4	3.1	1.3	1.2	1.6	1.1	1.5	1.0
35-44 years	3.8	3.3	1.5	1.3	1.6	2.0	1.4	1.0
45 years and over	4.4	4.9	1.7	1.5	2.1	1.7	1.5	1.1

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 19.--Dried fruit: Average price per pound paid by household consumers, by family characteristics and place of residence, April-September 1950 and April-September 1953

Item	Prunes		Apricots		Peaches		Mixed fruits	
	1950	1953	1950	1953	1950	1953	1950	1953
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States	23.3	27.0	50.0	72.3	32.6	47.0	33.8	47.2
Geographic region								
Northeast	22.5	26.3	50.3	69.5	32.9	44.3	31.5	44.5
North Central	24.2	27.9	50.5	75.7	34.0	47.6	36.2	47.8
South	23.7	27.4	50.9	72.4	32.5	46.5	34.5	47.3
Mountain and Southwest	24.9	28.2	48.7	71.4	31.9	50.3	34.2	50.6
Pacific	21.1	25.4	45.0	72.6	31.8	49.5	38.5	47.9
Size of community								
Farm	23.3	27.7	49.6	68.4	32.2	47.2	37.1	44.6
City (Population)								
Under 10,000	23.8	27.5	49.1	72.2	33.1	47.1	36.7	51.2
10,000-99,999	23.8	27.0	52.5	70.9	33.2	49.0	35.4	48.0
100,000-499,999	22.9	27.2	49.7	73.7	31.8	47.1	35.1	47.5
500,000 and over	22.7	26.3	49.4	73.4	32.4	45.4	31.4	45.6
Family income								
Upper	23.7	26.9	49.5	72.7	32.3	48.1	36.8	48.8
Upper middle	23.2	27.1	50.6	70.9	32.8	46.8	31.2	46.8
Lower middle	23.0	26.7	49.8	72.4	32.7	45.3	34.5	46.2
Lower								
Size of family								
1 and 2 members	23.6	27.0	48.5	72.4	31.8	46.9	33.5	47.7
3 members	23.6	26.9	51.5	75.0	33.2	45.5	33.9	50.0
4 and 5 members	23.0	27.0	51.0	70.8	31.4	48.8	33.5	44.7
6 and over	22.9	27.2	47.0	70.7	33.8	46.8	36.9	46.7
Presence of children ^{1/}								
No children	23.4	26.8	49.6	73.8	31.9	45.3	33.9	46.7
Under 6 years	23.1	27.2	52.1	71.3	33.1	49.9	33.0	47.1
6-12 years	23.2	27.1	50.7	71.4	32.4	48.5	36.5	46.7
13-20 years	23.4	27.4	49.4	69.9	33.4	48.0	32.9	48.3
Occupation of family head								
Executive, professional	23.5	27.4	51.0	75.1	31.5	47.3	35.4	45.8
Clerical, sales, service	23.2	27.1	47.9	71.8	32.5	44.7	32.9	49.5
Craftsman, laborer	23.4	26.9	50.8	70.9	33.2	48.2	32.3	48.6
Farmer	23.4	27.4	50.9	69.8	32.1	46.6	37.4	46.1
Unclassified	22.8	26.6	49.2	72.5	32.9	47.0	34.0	44.1
Education of family head								
Grammar school	23.4	27.1	50.4	72.5	33.0	46.6	33.4	47.9
Some high school	23.4	26.9	49.5	70.3	32.1	48.8	34.3	46.2
Some college	23.0	26.9	50.0	75.0	32.2	45.2	34.4	46.9
Age of housewife								
Under 35 years	23.4	27.3	51.1	67.5	31.0	47.4	36.5	44.0
35-44 years	23.2	27.1	50.3	72.0	34.5	48.3	33.7	48.9
45 years and over	23.3	26.9	49.6	73.3	32.0	46.1	32.8	46.8

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 20.--Dried fruit: Volume of purchases per 1,000 capita, by family characteristics and place of residence, April-September 1950 and April-September 1953 ^{1/}

Item	Prunes		Apricots		Peaches		Mixed fruits	
	1950	1953	1950	1953	1950	1953	1950	1953
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
United States	374	379	44	25	28	20	13	5
Geographic region								
Northeast	467	451	61	28	12	7	21	5
North Central	338	351	42	25	12	6	14	7
South	292	269	23	14	61	51	5	2
Mountain and Southwest	355	461	60	44	70	27	9	5
Pacific	412	443	26	26	12	7	8	6
Size of community								
Farm	247	281	17	14	35	21	8	3
City (Population)								
Under 10,000	368	371	37	27	32	36	6	5
10,000-99,999	486	434	67	27	27	10	15	3
100,000-499,999	411	360	69	33	48	22	13	5
500,000 and over	429	448	55	27	13	8	23	7
Family income								
Upper	328	364	55	40	22	13	12	5
Upper middle	342	325	41	17	19	22	10	4
Lower middle	415	299	36	24	32	23	13	5
Lower	418	581	41	17	42	21	17	6
Size of family								
1 and 2 members	688	765	82	53	43	29	24	11
3 members	381	483	50	30	48	29	14	5
4 and 5 members	349	299	38	18	16	13	13	3
6 and over	200	149	22	12	25	17	5	4
Presence of children ^{2/}								
No children	577	732	72	45	48	28	21	9
Under 6 years	335	213	35	12	20	13	14	3
6-12 years	328	222	39	13	28	18	11	4
13-20 years	340	236	40	20	27	18	12	3
Occupation of family head								
Executive, professional	451	361	68	33	19	20	12	5
Clerical, sales, service	461	384	55	27	34	20	16	4
Craftsman, laborer	323	308	40	24	25	18	10	5
Farmer	231	297	17	12	34	22	9	2
Unclassified	698	830	55	28	37	21	37	10
Education of family head								
Grammar school	348	392	36	23	29	23	14	5
Some high school	333	326	50	24	26	16	13	5
Some college	529	460	55	35	31	17	10	4
Age of housewife								
Under 35 years	250	174	23	15	20	13	13	3
35-44 years	300	240	36	18	25	19	12	5
45 years and over	485	589	59	36	35	23	14	6

^{1/} These figures represent the average volume of purchases per 1,000 capita, based upon all families, including those that did not make any purchases during the 6-month period.

^{2/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

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